



ADMINISTRATIVE RULES OF MONTANA



2.59.1759 INTERNET OR ELECTRONIC ADVERTISING

- (1) For the purpose of this rule, "Internet" means the Internet, the World Wide Web, or Internet-based electronic information distribution networks, and any derivative delivery systems or evolutions of such delivery systems that may be connected to individual computers, terminals, and other consumer electronic interface devices through which information is delivered via computer servers connected via phone lines or other cable, wire, fiber, wireless, or other analogous linkages to a computer, computer network or networks including, but not limited to, websites, e-mail, text messaging, multimedia advertising, social media, and/or banner advertisements.
- (2) Licensees who engage in any form of Internet or electronic advertising shall comply with the requirements of this rule. This rule does not apply to traditional forms of advertising or promotion, such as newspaper, television, or radio advertisements, or direct mailings.
- (3) A licensee must provide the following in any Internet or electronic advertising:
 - (a) the licensee's name as entered into NMLS and NMLS unique identifier; and
 - (b) if loan originators are named, their NMLS unique identifier must closely follow the names.
- (4) A licensee must provide a link to their own NMLS Consumer Access webpage on any of its websites.
- (5) If a loan originator maintains a separate website used in any way for or related to mortgage origination activity, the sponsoring licensee's name and NMLS unique identifier must appear on the website.
- (6) All web addresses used by licensees must be disclosed by the entity in their NMLS record.
- (7) Internet or electronic advertising content used to solicit Montana consumers must comply with all relevant Montana state and federal statutes for specific services and products advertised.

Authorizing statute(s): 32-9-149, MCA

Implementing statute(s): 32-9-124, 32-9-149, MCA

History: NEW, 2019 MAR p. 2338, Eff. 12/28/19.