

Banking and Finance News

Superintendency of Insurance regulates the marketing of insurance through electronic means and non-face-to-face channels

Through Resolution SS.SG. No. 210 dated September 25, 2025 (the "Resolution"), the Superintendency of Insurance ("SIS") established the minimum conditions for the marketing of insurance through electronic means and non-face-to-face channels.

Insurance products may now be marketed through mobile applications, websites, social media, messaging platforms, or telephone calls, whether made from fixed or mobile lines.

Insurance proposals and pre-contractual documents must be signed by the applicant using a qualified electronic signature or, alternatively, a simple electronic signature, if it is supported by an appropriate authentication mechanism.

Before executing the contract, the policyholder must receive clear information regarding the rights, obligations, and terms of the insurance, and must express consent freely, expressly, and unequivocally. Likewise, insurers must ensure that consumers have access to accurate and comprehensive information on coverages, exclusions, costs, claims procedures, and contact details of the intermediary or insurance company.

It is worth noting that insurers are required to retain electronic records, including metadata, IP addresses, and validation codes, which demonstrate the traceability and validity of the policyholder's consent. These records must be kept for at least 2 years following the expiration of the policy.

Finally, insurers must implement internal control systems, technological risk management frameworks, contingency plans, and incident-response protocols to address security breaches or data leaks.

Contact



Cynthia Fatecha
cfatecha@vouga.com.py
+595 21 202049



Carlos Vouga
cvouga@vouga.com.py
+595 21 202049