

BEFORE THE DIVISION OF INSURANCE
DEPARTMENT OF LABOR AND REGULATION
STATE OF SOUTH DAKOTA

IN THE MATTER OF
AARON PARKS

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)

CONSENT ORDER

In resolution of the above matter and in lieu of issuance of a Notice of Hearing and a formal hearing, the undersigned parties do hereby agree to the following:

AARON PARKS, whose address of record 1187 Whitehall Hill Road, York, SC 29745-7780, holds a nonresident insurance producer license in the State of South Dakota;

AARON PARKS is aware that the South Dakota Division of Insurance (Division) has conducted an investigation into his insurance related business;

The Division alleges the following with regard to AARON PARKS:

- 1) AARON PARKS displayed certain clients' health insurance in a presentation to the public as an example of the success of his onboarding program;
- 2) AARON PARKS violated ARSD 20:06:45:10 and 20:06:45:27 by displaying personal health information of clients;
- 3) AARON PARKS provided misleading marketing regarding his presentation of benefits and onboarding provided under the Affordable Care Act as a "G.I.F.T. Program" to clients and others in violation of SDCL 58-33-6;
- 4) Pursuant to SDCL 58-30-167(2) and (8), the Director of the Division may revoke AARON PARKS's insurance producer license for violating the insurance laws of South Dakota.

AARON PARKS is aware of and understands the nature of the allegations and has been informed that she has the right to a Notice of Hearing, counsel, and appeal, and that by agreeing to sign this Consent Order, waives these rights;

By the execution of this Consent Order and payment of a penalty, AARON PARKS neither admits to nor denies any violation of the laws of the State of South Dakota, but waives his right to contest this Consent Order in any future actions of licensing procedures with the Division;

In return for AARON PARKS agreeing to and complying with the provisions of this Consent Order, the Division agrees not to proceed to administrative hearing and agrees that this Consent Order will constitute an informal disposition of this licensing matter pursuant to SDCL 1-26-20;

AARON PARKS agrees to cease marketing the ACA as the "G.I.F.T. Program" or similar marketing efforts, and to conduct himself in accordance with the insurance laws and regulations of the State of South Dakota;

AARON PARKS further agrees to pay \$5,000 pursuant to SDCL 58-30-167 and 58-4-28.1, in lieu of an administrative hearing and Final Decision;

AARON PARKS further agrees that this Consent Order may be considered for the purpose of determining the appropriate sanction in any future actions with the Division for any violations of the laws or regulations of the State of South Dakota or for failing to abide by any order of the Director;

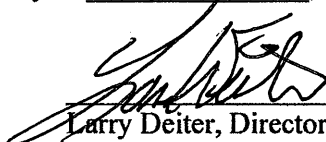
Wherefore, good cause appearing from the foregoing, it is hereby ORDERED that AARON PARKS pay a monetary penalty in the amount of \$5,000 payable to "South Dakota Division of Insurance" for deposit in the general fund of the State of South Dakota; and it is further

ORDERED that AARON PARKS abide by the agreements made by him in this Consent Order; and it is further

ORDERED that the use of this Consent Order for competitive purposes by an insurance agent or third-party administrator holding a license in the State of South Dakota, or by any company holding a Certificate of Authority, or by anyone on their behalf, may be deemed unfair competition and be grounds for suspension or revocation of said license or authority; and it is further

ORDERED that the provisions of this Consent Order shall be effective from the date the Director signs this Order.

Dated at Pierre, South Dakota this 28th day of March, 2024.



Larry Deiter, Director
South Dakota Division of Insurance

I have read and understand the terms of this Consent Order and the waiver of my due process rights and voluntarily enter into this Consent Order.

Dated this 26th day of March, 2024 (A.P.)



Signature

Aaron L. Parks

Name (typed or printed)