

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

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IN THE MATTER OF  
JEFFREY COPPER

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)

CONSENT ORDER

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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:

JEFFREY COPPER, whose address of record 1905 General Custer Rd, Hays, KS 67601 holds a non-resident insurance producer license in the State of South Dakota;

JEFFREY COPPER, is aware that the South Dakota Division of Insurance ("Division") has conducted an investigation into his insurance related business;

The South Dakota Division of Insurance alleges the following with regard to JEFFREY COPPER:

- 1) JEFFREY COPPER directly or indirectly made, published, disseminated, or circulated, an advertisement, containing a misleading or deceptive assertion, representation, or lacked provision required by law, in violation of SDCL §§ 58-33-6, 58-33A-10; ARSD 20:06:10:04 & 20:06:10:14;
- 2) Pursuant to SDCL §§ 58-30-167(2), 58-33-6, 58-33A-10; ARSD 20:06:10:04 & 20:06:10:14; the Director of the Division may revoke JEFFREY COPPER insurance producer license for violating the insurance laws of South Dakota.

JEFFREY COPPER is aware of and understands the nature of the allegations and has been informed that he 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 the payment of a penalty pursuant to this Consent Order, JEFFREY COPPER neither admits to nor denies any violations of the laws of the State of South Dakota, but waives its right to contest the allegations contained in this Consent Order;

In return for JEFFREY COPPER 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;

JEFFREY COPPER 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;

JEFFREY COPPER further agrees to conduct himself in accordance with the insurance laws and regulations of the State of South Dakota;

JEFFREY COPPER 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;

JEFFREY COPPER waives his right to contest the allegations contained in this Consent Order in any future actions or licensing procedures;

Wherefore, good cause appearing from the foregoing, it is hereby ORDERED that D JEFFREY COPPER 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 JEFFREY COPPER 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 21 day of June, 2022.



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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 16 day of June, 2022

  
\_\_\_\_\_  
Signature

JEFF COPPER  
\_\_\_\_\_  
Name (typed or printed)