



Compliance approval on advertising, marketing pieces is a regulatory requirement

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Ensure you're using approved materials

State advertising regulations require Thrivent to remind you each year about our advertising requirements.

Why it's important: Regulatory bodies such as state insurance departments, FINRA and SEC require that Thrivent maintain a system of control over the content, form and method of dissemination of advertisements.

Thrivent's policy is:

- Based on regulatory requirements and enhanced to ensure brand and messaging alignment.
- In accordance with our established advertising review policy and process.

What this means for you: Advertising and marketing materials must be approved and a compliance number issued by the corporate compliance area before use.

- Approved materials are valid for one year and may not be used beyond the assigned expiration.
- If you plan to use materials beyond the expiration, you must submit them for re-approval prior to the expiration date.

You are responsible for ensuring that:

- Advertising and marketing materials used are the most current version.
- Materials have not been replaced or discontinued.

Financial advisors and individuals who create or disseminate advertising, marketing materials or mass communications must follow Thrivent's policy and the related regulatory requirements. The consequences of not complying with Thrivent's advertising policy and procedures include appropriate reprimand, with the most serious consequence being termination.

What's included: Marketing, advertising and mass communications applies to:

- Traditional print medium.
- Mediums including, but not limited to, digital, email, text, social media, TV, radio, streaming platforms, web/websites, public appearances, voice messages, directories, etc.
- Both public-facing and internal use materials.
- Materials distributed or used by Thrivent and distributed or used by any third party engaged by Thrivent.

Between the lines: You may use pre-approved sales collateral and marketing/advertising materials/templates that are available through www.tfltcstore.com without additional compliance review.

Questions? Contact your long-term care brokerage resources at BoxLTCBrokerage@Thrivent.com