

April 24, 2026

Initiatives to restore the trust of customers and society

Revision of the 'Compliance Guide for Solicitation'

In light of recent changes in the environment surrounding insurance solicitation, the General Insurance Association of Japan (GIAJ) has revised its 'Compliance Guide for Solicitation' (hereinafter referred to as 'this Guide').

These revisions involved a comprehensive review in response to amendments to the Enforcement Regulations of the Insurance Business Act and the 'Comprehensive Guidelines for Supervision of Insurance Companies', for which public consultation was conducted in December 2025. New pages have been added to explain the criteria for 'Specific Large-Scale Multi-Representative General Insurance Agencies' - a category newly established under recent amendments to the Insurance Business Act - as well as the organizational structures required for insurance solicitation and concurrent business operations. Special feature pages have also been included to explain the amendments to the regulations on comparative recommendation sales which are planned for the future.

Our Association will continue to work towards further improving the quality of insurance sales by supporting member companies in providing appropriate guidance to agencies, and by helping agencies to establish more appropriate systems through such guidance. Although this guide was originally intended for our member companies, we have made the PDF file available on our website so that it can be viewed by the general public.

【URL】 <https://www.sonpo.or.jp/about/pdf/boshuguide.pdf>

* Available only in Japanese.

■ Compliance Guide for Solicitation (April 2026 Edition)

With a view to ensuring appropriate insurance sales practices, this Guide is designed to assist insurance companies in providing guidance to their agencies. It provides a clear and systematic overview of the requirements that general insurance agents (solicitors) must comply with when conducting sales activities, as well as the measures necessary for establishing internal control systems.

【URL】 https://www.sonpo.or.jp/news/notice/2026/pdf/boshuguide_202604.pdf

* Available only in Japanese.

*English translation of the news released in Japanese on April 15, 2026

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