

4501-8-16

Advertising and soliciting business.

- (A) A driver training enterprise shall not use any name other than its licensed name for advertising or publicity purposes, nor shall a driver training enterprise advertise or imply it is supervised, recommended, or endorsed by the director, the department, or the state highway patrol.
- (B) A driver training enterprise shall not advertise or imply that it is endorsed or sanctioned by any organization unless such endorsement or sanction is maintained on file in written form at the school office and can be produced upon demand of any person.
- (C) No person shall advertise in any manner an abbreviated adult course prior to being licensed as a driver training school.
- (D) Advertisements shall not list program information or offer discounts that are inaccurate or not available during the time that the advertisement is valid.
- (E) Advertisements shall not include any erroneous, misleading, or false information.
- (F) Advertisements posted in classified sections of any published media shall not state that a position of employment shall result from the training received. This rule shall not limit the ability of a driver training enterprise to solicit employees for the driver training enterprise itself.
- (G) No driver training enterprise shall solicit or advertise for business at or in the immediate area used by patrons of any office used for conducting driver license examinations. The use of an enterprise's licensed name on its motor vehicles or place of business shall not be construed as advertising or soliciting under this rule.
- (H) No driver training enterprise shall solicit or advertise for business without supplying its name and the location where training is conducted.

Effective:

Five Year Review (FYR) Dates:

Certification

Date

Promulgated Under:	119.03
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