

GUIDELINES ON ADVERTISING FOR THE LEGAL PROFESSION

Rule 1.

Advocates¹ may not advertise or promote their firms and/or professional services except as hereinafter provided for or with the approval of the Chamber.

Rule 2.

The promotion of professional and legal services by practitioners in accordance with the following means is permissible:

2.1 Practitioners may publish and distribute material designed solely to disseminate essential information concerning their practice.

2.2 Details which may be included in the said material are :

- a) Name of partners including academic qualifications; and name of firm (if applicable);
- b) Office address and hours (if applicable)
- c) Telephone, facsimile and electronic contact numbers
- d) Listing of Practice Areas
- e) Basis or method for charging

2.3 The promotional material shall not be misleading in content and shall be compiled as to reflect accurately the organisation and set-up of the particular practitioner.

2.4 The material shall not include persons other than advocates. Provided that legal procurators in full-time employment with firms may be included. Provided further that firms are required to indicate clearly partners from associates.

2.5 The material shall not include:

- a) statements of comparison with other practitioners, local or overseas, including by reference to size, number of quantity of clients, turnover and success rate.
- b) descriptions of practice areas by reference to “expert”, “specialist” or similar terminology.
- c) Identifications or description of clients.
- d) Reference to any public or judicial office held or previously held by practitioners.

2.5 The foregoing rules apply mutadis mutandis to entries by practitioners in professional listings or directories whether in published or electronic format.

¹ For the purposes of these Guidelines the term “Advocates” shall include sole practitioners as well as firms and are hereafter referred to collectively as practitioners.

Rule 3

Practitioners may publicise vacancies in their firm, any changes in their organisational structure provided that the publicity respects the rules laid down in these Guidelines.

Rule 4

Practitioners may sponsor events such as conferences, seminars, workshops provided the concern matters of academic interest.

Rule 5

Letter-headed paper and all other stationery should clearly indicate:

- (i) The practitioner's name, qualifications and complete address. Vague descriptions or misleading references and P.O box addresses are not permitted.
- (ii) The practitioner's status i.e. either as advocate/lawyer/ or law firm/advocates.

Rule 6

The following categories constitute, inter alia, prohibited forms of publicity:

- (i) Any advertising in the commercial sense;
- (ii) By means of adverts/notices and campaigns the marketing of a practitioner's services on trade-name or brand-name basis in the press, television, radio and electronic networks.
- (iii) Sponsorships of events other than those indicated in rule 4.
- (iv) The giving of any legal advice, of whatsoever nature, through any means of communication and/or media, wherein the practitioner is identified or identifiable

Rule 7

In all the above-indicated instances, it is highly recommended that practitioners should seek the advice of the Chamber on all issues concerning advertising, failing which, the Chamber reserves the right to take any action it may deem fit.

The Chamber reserves the right to alter and modify these Guidelines as may be necessary from time to time.