

Digital comparison tools for legal services: Voluntary code

Participating digital comparison tool operators confirm that the following statements are true:

- Tools are independent (not owned, controlled or managed by legal services providers or others who may have conflicts of interest).
- Tools provide easily accessible, clear information about any commercial relationships with legal service providers, where applicable. This includes information about any referral arrangements in line with the requirements of the relevant legal services regulators and any other relevant legislation.
- Information on legal service providers is accurate and kept up to date.
- Information displayed about legal service providers is fair, transparent and not misleading.
- Tools allow consumers to compare providers on information other than price.
- Tools provide opportunities for consumers to provide feedback about displayed legal service providers, including information that describes a provider's quality of service.
- Tools are transparent and clear about any charges made to members of the public to use them.
- Where tools provide opportunities for reviews to be collected and published about legal service providers, they:
 - offer a straightforward process for consumers to amend or remove a review they have posted.
 - only publish reviews which they reasonably believe to be from clients or prospective clients* of the legal services provider.
 - offer a transparent process for legal service providers to challenge reviews they believe are not from their clients or prospective clients.
 - offer a facility for legal services providers to respond to reviews.
- Tools comply with all legal obligations relating to personal data, including information provided by members of the public and legal service professionals. Information about this is clearly displayed to users.
 - Tools operate a clear and transparent complaints process for members of the public and legal services providers that includes:
 1. Easy to access information published within the tool about making complaints
 2. Contact information in the case of a complaint or query
 3. Explanation of the process, including timescales for handling and resolving complaints.

*A prospective client is someone who interacted with the legal services provider in considering whether to instruct them and so experienced an element of customer service.