

**Voluntary code of conduct for digital comparison tools operating
in the legal services market**

1. Websites are independent (not owned, controlled or managed by legal services providers)
2. Websites should include easily accessible, clear information about any commercial relationships with legal services providers. This should include information about referral fees where applicable
3. Information on legal services providers should be correct and up to date
4. Information should be displayed in a way which is fair, clear and not misleading
5. Consumers should be able to compare providers on information other than price
6. There should be a straightforward process in place for consumers to amend or remove a review they have posted
7. Websites should have a clear complaints policy for both consumers and legal services providers
8. Websites should only publish reviews which they reasonably believe to be from clients or prospective clients* of the legal services provider
9. There should be a transparent process for legal services providers to challenge reviews they believe are not from their clients or prospective clients
10. There should be a facility for legal services providers to respond to reviews
11. Websites should comply with all legal obligations relating to user's personal data

*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.

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