



## Guidance on Advertising

Pursuant to Rule 1(6)(b) of the Code of Conduct for the Bar of Ireland

*The purpose of this note is to provide advice and guidance as to how, subject to Article 1.3 of the Code of Conduct, barristers may engage in advertising which is lawful in connection with their practice in an appropriate forum.*

*These guidelines will come into effect on 1<sup>st</sup> May 2008.*

1. For the purpose of guidance, such advertising may include:-
  - (a) The name, address (including any electronic address), telephone number, facsimile number, place or places of practice of the barrister and any reference to the location of information provided by the barrister that is accessible electronically;
  - (b) Details of professional and academic qualifications;
  - (c) Passport style photograph of the barrister;
  - (d) Statements of charges and methods of charging;
  - (e) Factual information about the nature and extent of the barrister's services and areas of expertise, including experience from another profession, occupation or employment;
  - (f) Details of publications and related materials;
  - (g) Details of availability;
  - (h) Details of membership of, or affiliation to, named associations or organisations (national or international);
  - (i) Details of participation in the Direct Professional Access Scheme.
  - (j) Any other appropriate information consistent with these guidelines and the Code of Conduct

2. Advertising shall not:-
- (a) conflict with a barrister's duty under any enactment, the Code, these guidelines or otherwise bring the legal profession into disrepute;
  - (b) without prejudice to the generality of subparagraph (a), conflict with a barrister's duty under paragraph 2.1 and paragraph 3.1(b) of the Code;
  - (c) be false or misleading in any respect;
  - (d) be in bad taste;
  - (e) be likely to diminish public confidence in the legal profession or the administration of justice or otherwise bring the legal profession into disrepute;
  - (f) reflect unfavourably on other barristers;
  - (g) make reference, expressly or by implication, to any other barrister or to any solicitor
  - (h) make direct comparisons in terms of quality with or criticisms of other identifiable persons (whether they be barristers or members of any other profession);
  - (i) include statements about the barrister's success rate;
  - (j) be published in an inappropriate location.
3. It is the duty of barristers to ensure that any advertisement published or caused to be published by them complies with these guidelines.
4. A breach of these regulations by a barrister is a breach of the Code of Conduct.
5. If a barrister is in doubt as to their duty under the Code and these guidelines in respect of any proposed advertising, the barrister must seek guidance from the Professional Practices Committee of the Bar Council in respect of the proposed advertising.