

ETHICAL CONSIDERATIONS IN LEGAL PR AND MARKETING

HERE IS A LIST OF KEY ETHICAL CONSIDERATIONS:

- 1. Client Confidentiality:** Always prioritize and maintain client confidentiality. Avoid discussing specific cases or disclosing sensitive information without the client's explicit consent.
- 2. Truthfulness and Accuracy:** Provide truthful and accurate information in all promotional materials, avoiding exaggeration or misleading statements about your legal services, experience, or outcomes.
- 3. Avoiding False Claims:** Do not make false claims about your expertise, qualifications, or past results. Ensure that any statements made can be substantiated with evidence.
- 4. Avoiding Unlawful Solicitation:** Abide by laws and regulations related to attorney advertising and solicitation. Avoid unsolicited contact with potential clients, especially in personal injury cases.
- 5. Avoiding Conflicts of Interest:** Identify and address conflicts of interest that may arise when representing multiple clients. Be transparent and provide informed consent when necessary.
- 6. Professional Competence:** Advertise and market only in areas of law in which you are competent and experienced. Avoid taking on cases outside your expertise.
- 7. Client Autonomy:** Respect and prioritize client autonomy and decision-making. Ensure clients make informed choices about their legal matters.
- 8. Honesty in Billing:** Bill clients honestly and transparently, providing clear and detailed invoices. Avoid overcharging or billing for unnecessary services.
- 9. Protection of Vulnerable Populations:** Be cautious when marketing legal services to vulnerable populations, such as the elderly or those facing financial hardship. Avoid taking advantage of their vulnerability.
- 10. Cultural Sensitivity:** Be culturally sensitive and avoid marketing materials that may be offensive or discriminatory based on race, gender, religion, or other protected characteristics.

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PLEASE VISIT WWW.THEBRANDDEVGROUP.COM, E-MAIL BRANDME@THEBRANDDEVGROUP.COM OR CALL (404) 457-3589