

Internet Advertising

- No special rules. Cannot be false or misleading. Falls under the rules governing information about legal services in the *Oklahoma Rules of Professional Conduct* (Rules 7.1 – 7.5).
- Websites are considered general advertising (Rules 7.1-7.2), not a communication directed to a specific recipient (i.e. a targeted communication under 7.3 requiring the words “Advertising Material”).
- Site must include the name and business address of the lawyer or firm responsible for the content.
- Must comply with restrictions on claims of specialization (can say your practice is “limited to” certain areas, or that you “concentrate” in certain areas but not that you are “certified” or a “specialist.” Patent and admiralty lawyers can have special designations, see Rule 7.4 (b))
- Can include things like:
 - your areas of practice
 - fee information, including rates and payment and credit arrangements
 - foreign language ability
 - names of references or representative clients (with consent)
 - firm history
 - lawyer bios
 - mission statements
 - awards and honors
- The domain name (web address) need not contain the name of the lawyer/firm.
- Trade names may be used as long as they a) do not imply a connection with a government agency or with a public or charitable legal services organization; b) are not false or misleading;
- If discuss specific favorable awards or settlements, must:
 1. Get client’s informed consent in writing;
 2. Be accurate and truthful;
 3. Add a disclaimer that results are specific to the facts and law of the individual case, and vary accordingly (see Ethics Opinion 320)

This ethics advisory is non-binding and general guidance only. It is provided as a member service by the OBA, and is intended solely for use by lawyers authorized to practice law in Oklahoma. Each client representation is unique, and the individual client, applicable substantive law and ethics opinions, facts and circumstances should always be considered in evaluating compliance with the *Oklahoma Rules of Professional Conduct* as to a particular matter. This advisory is not meant to supplement or replace the applicable *Rules of Professional Conduct*. Failure to follow the guidance provided in this advisory should not give rise to a claim for relief nor should it create a legal presumption of any kind.