

1                                   **THE STATE BAR OF CALIFORNIA**  
2                                   **STANDING COMMITTEE ON**  
3                                   **PROFESSIONAL RESPONSIBILITY AND CONDUCT**  
4                                   **FORMAL OPINION INTERIM NO. 12-0003**

6   **ISSUES:**                   What are an attorney's ethical obligations regarding a profile of the attorney  
7                                   posted on a professional directory website maintained by a third party?

8   **DIGEST:**                   An attorney is not responsible for the content of her profile on a professional  
9                                   online directory and rating website maintained by a third party unless she either  
10                                  exercises "control" over the profile's content by "adopting" her profile on the  
11                                  directory itself in order to market her practice or by otherwise using the profile to  
12                                  market her practice such as by posting a link to the profile on her own site. When  
13                                  an attorney uses her profile to market her practice, her profile becomes a  
14                                  "communication" on behalf of the attorney, and an "advertisement" for her  
15                                  professional services, and consequently she must comply with Rules 7.1  
16                                  (Communications Concerning a Lawyer's Services) and 7.2 (Advertising) of the  
17                                  California Rules of Professional Conduct, Article 9.5 (Legal Advertising) of the  
18                                  State Bar Act (Business and Professions Code, § 6157, et seq.), and § 6106 of the  
19                                  Business & Professions Code (Moral Turpitude, Dishonesty, or Corruption,  
20                                  Irrespective of Criminal Conviction.) This means she cannot post or induce  
21                                  another to post content that is false, misleading or deceptive and must undertake  
22                                  reasonable efforts to correct any such content.

23                               If third party testimonials are posted on the profile, the attorney should take  
24                               reasonable steps to ensure that such testimonials are not presented so as to lead a  
25                               reasonable person to form an unjustified expectation that the same results could  
26                               be obtained for other clients in similar matters without reference to the specific  
27                               factual and legal circumstances of each client's case. An appropriate disclaimer  
28                               or qualifying language often avoids creating unjustified expectations. An  
29                               attorney who abandons a profile on a thirdparty directory has no further  
30                               obligation to correct misleading content contained in the profile. An attorney  
31                               abandons the profile by deciding to no longer monitor the profile or use it in  
32                               marketing her practice and taking reasonable steps to demonstrate such decision.

33   **AUTHORITIES**

34   **INTERPRETED:**           Rules 7.1 and 7.2 of the Rules of Professional Conduct of the State Bar of  
35                                   California.<sup>1/</sup>  
36                                   Business and Professions Code section 6157, et seq.  
37                                   Business and Professions Code section 6106.

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39                                   **STATEMENT OF FACTS**

40   Attorney visits an online professional directory website. The site has a separate profile page for Attorney,  
41   which includes her "Background Information," with things like the name of her current firm, email  
42   address, and other contact information; the undergraduate and law schools from which she graduated; her  
43   areas of practice; and a statement that she has no record of discipline. The profile also includes a

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<sup>1/</sup> Unless otherwise indicated, all references to rules in this opinion will be to the Rules of Professional Conduct of the State Bar of California in effect as of November 1, 2018.

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numerical rating of Attorney, which the site asserts is a measure of her professional competency, accomplishments, and reputation.

The web host has set up the site in segments, giving Attorney different rights to edit or post depending on the segment. As to the segment containing her Background Information, Attorney may correct any errors once she has “adopted” her profile listing. She can “adopt” her profile by clicking a “button” on the site, which verifies that she is the profiled attorney, and her profile thereafter indicates to anyone who views it that she has formally adopted it.

A second segment on the site allows the attorney to post any information she wishes about her qualifications, experience, activities, publications, and the like.

A third segment is reserved for content generated by third parties – things like comments, testimonials, and reviews of Attorney’s performance by clients, peers, or other interested third parties. Under the site’s policies, Attorney is not permitted to correct, edit, or delete information in this segment; only the third party authors of the material posted there may do so.

Attorney adopts her profile and corrects some errors in the Background Information. Later she posts information in the second segment of the site, including a list of legal articles she has written and some accomplishments not directly related to her law practice, including serving on the board of directors of a non-profit charity, and coaching her daughter’s soccer team. She also notes her award as a “Five-Star Lawyer” from another national attorney evaluation website.

In the hopes of increasing her ranking on the site itself, Attorney also convinces her sister, who has never used Attorney’s services and has no real knowledge of the quality of Attorney’s professional abilities, to post a favorable review, extolling Attorney’s handling of a fictitious case.

Attorney also asks Client, for whom she actually and successfully completed a representation, to post a testimonial reviewing her performance. Client posts a testimonial, with no further input from Attorney, stating that Attorney provided excellent service and describing the settlement Attorney helped achieve. However, the testimonial contains incorrect factual information about the representation and settlement, and lacks any disclaimer regarding the likelihood of achieving the same results in similar matters.

Attorney asks Client to post an edited testimonial with the incorrect factual information corrected, and with a disclaimer on the attorney’s behalf, but Client refuses. Attorney then contacts the website and explains her ethical duties to correct the inaccuracies and to post the disclaimer in the testimonial, and asks the administrators to edit Client’s posting. The website’s administrators, citing the site’s policies, refuse the request and leave the testimonial as written. Attorney then asks the website’s administrators to delete the testimonial altogether but, again consistent with the site’s policies, the website administrators refuse. Finally, attorney posts the following in the segment of the site where she is allowed to post material:

TO ANY READERS OF A CLIENT TESTIMONIAL OR OTHER THIRD PARTY REVIEW OF MY PERFORMANCE AS PART OF THIS PROFILE: PLEASE REALIZE THAT SUCH TESTIMONIAL OR REVIEW DOES NOT CONSTITUTE A GUARANTEE, WARRANTY, OR PREDICTION REGARDING THE OUTCOME OF YOUR LEGAL MATTER, AS THE FACTS AND CIRCUMSTANCES OF EACH CASE DIFFER.

PLEASE ALSO REALIZE THAT THE POLICIES OF THE WEBSITE DO NOT PERMIT ME TO EDIT ANY CLIENT OR OTHER THIRD PARTY’S REVIEWS OR

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TESTIMONIALS ON MY PROFILE, AND THUS I CANNOT ATTEST TO THE  
FACTUAL ACCURACY OF THE STATEMENTS MADE IN ANY SUCH REVIEWS  
OR TESTIMONIALS.

Attorney thereafter posts a link to the online directory profile on her own professional website, and encourages anyone interested in her qualifications to view her profile on the third party site.

After several months, Attorney abandons the profile. This means she has decided to no longer use the profile as a professional marketing tool. To demonstrate her abandonment, she no longer monitors the profile or posts information to it, removes the link from her professional website, no longer urges clients or others to view her profile on the third party site, and posts a note in that segment of the website where she is allowed to post that she is no longer monitoring or using the profile.

## DISCUSSION

### **When is Attorney's Conduct Related to Online Directory Sites Subject to Attorney Advertising Regulations and Requirements?**

All media an attorney uses to promote herself as an attorney is regulated by Rules 7.1 and 7.2 of the California Rules of Professional Conduct and Business and Professions Code §§6157 et seq.; see also California State Bar Formal Opn. No. 2001-155.<sup>2/</sup> The rules and statutes prohibit an attorney from making a communication that is false, misleading, or deceptive.<sup>3/</sup> Rule 7.1, Comment [4] further states: "[a] communication that truthfully reports a lawyer's achievements on behalf of clients or former clients, or a testimonial about or endorsement of the lawyer may be misleading if presented so as to lead a reasonable person to form an unjustified expectation that the same results could be obtained for clients in similar matters without reference to the specific factual and legal circumstances of each client's case."

Professional directory websites are available to members of the general public, and thus by definition, are directed to a "person" and, if used to market the attorney's services, concern the availability for professional employment of the lawyer or firm. A profile becomes "by or on behalf" of the attorney when the attorney exercises control over it by "adopting" it as directed by the site itself in order to market her practice. The profile would also become "by or on behalf" of the attorney if the attorney used the profile to market his or her practice even without "adopting" the profile as directed by the

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<sup>2/</sup> The ethics opinions cited herein may refer to Rules of Professional Conduct in effect prior to November 1, 2018 including, but not limited to, former Rule 1-400 (Advertising and Solicitation.)

<sup>3/</sup> Rule 7.1 provides:

(a) A lawyer shall not make a false or misleading communication about the lawyer or the lawyer's services. A communication is false or misleading if it contains a material misrepresentation of fact or law, or omits a fact necessary to make the communication considered as a whole not materially misleading.

Business & Professions Code §6157(c) provides:

(c) "Advertise " or "advertisement" means any communication...that solicits employment of legal services provided by a member, and is directed to the general public and is paid for by, or on behalf of, an attorney.

Business & Professions Code §6157.1 provides:

No advertisement shall contain any false, misleading, or deceptive statement or omit to state any fact necessary to make the statements made, in light of the circumstances under which they were made, not false, misleading or deceptive.

site itself. Hence, adoption of the profile, or any other use of the profile in an attorney's marketing of her services, obligates the attorney to ensure the information she posts on the profile is truthful and not deceptive, or misleading to the public as required by rules 7.1 and 7.2 and Business and Professions Code § 6157 et seq., and to take reasonable steps to ensure that the factual content on the profile page posted by others is similarly truthful and not misleading or deceptive.

On the other hand, an attorney who is not aware of her profile on a professional directory website, or who is aware of the profile but takes no action to use or benefit from the profile, is not responsible for any information contained thereon, inaccurate or not, because the information is not made "by or on behalf of" the attorney.

In our hypothetical, when Attorney adopted her profile and when she linked the profile page to her own professional website, the profile became a "communication" by or on behalf of Attorney within the meaning of rule 7.1 and 7.2 of the Rules of Professional Conduct and an "advertisement" under the State Bar Act. Consequently, she was thereafter subject to the ethical obligations flowing from those rules and statutes regarding her profile, including ensuring, to the extent reasonably possible, that only accurate, non-misleading factual information appears on the profile.<sup>4/</sup> Such duties last until Attorney abandons her use of the profile.

#### **Effect of Posting False Information Solicited by Attorney**

Knowingly posting false or misleading information on a profile, or causing others to do so, violates the provisions of rule 7.1(a), which prohibits a false or misleading "communication" about the lawyer or the lawyer's services. The communication is false or misleading if it contains a material misrepresentation of fact or law. Business and Professions Code §6157.1 also prohibits advertisements containing any "false, misleading or deceptive" statement. Consequently, the posting of the solicited false review of Attorney's services by her sister, who had never used those services, violates rule 7.1(a) and Business and Professions Code § 6157.1. Further, the solicitation of her sister by Attorney to publish deceptive information to the general public may also violate Business and Professions Code § 6106, prohibiting "act[s] involving moral turpitude, dishonesty or corruption."

#### **Effect of Posting Truthful Information and Ratings Information from "Bona Fide" Organizations and the Website Itself**

A state may not constitutionally prohibit, or impose discipline for, an attorney's communication of truthful information in an advertisement. (*Cent. Hudson Gas & Elec. Corp. v. Pub. Serv. Comm'n of N.Y.*(1980) 447 U.S. 557, 566 [holding that truthful commercial speech is entitled to constitutional protection]). As such, the posting of the legal articles Attorney had written is entirely proper.

Attorney's posting of her service on the board of directors of a non-profit charity and her soccer coaching is also constitutionally protected. (*Ibanez v. Florida Dep't of Business and Prof. Regulation* (1994) 512 U.S. 136 [holding an attorney's truthful statements that she was a CPA and a Certified Financial Planner in her advertising was constitutionally protected commercial speech without an evaluation of whether such information was of value to prospective clients]). Therefore, the posting of Attorney's non-legal community and business service is proper, and may also be relevant to a legal consumer who wants to

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<sup>4/</sup> The Committee does not believe there is any set rule with regard to the frequency with which Attorney must revisit her profile to ensure the continuing accuracy of the information posted on her profile page after first adopting it or using it to market her practice. However, to ensure compliance with her ethical obligations, some periodic monitoring of the profile should be done.

retain an attorney who is active in the community or has particular experience outside of the practice of law.<sup>5/</sup>

With regard to Attorney’s “Five-Star” rating from a national attorney evaluation organization, the Supreme Court has ruled that an attorney’s rating by a bona fide organization with clear evaluation standards is also constitutionally protected commercial speech. (See *Peel v. Attorney Registration & Disciplinary Comm’n of Illinois*(1990) 496 U.S. 91 (“*Peel*”) [holding an attorney’s statement on his stationery that he was a “Certified Civil Trial Specialist” according to the National Board of Trial Advocacy was constitutionally protected because it was not misleading and came from a “bona fide” organization]).

While *Peel* establishes that attorneys may reference accolades or ratings from “bona fide” organizations in their advertisements, it provided only minimal guidance as to what makes an organization “bona fide.” That is, while it made a fact-specific argument in *Peel* itself that an award from the National Board of Trial Advocacy was “bona fide” because the group’s standards for bestowing such awards were especially rigorous,<sup>6/</sup> the only general direction the Court provided as to what makes an organization “bona fide” was dicta. Specifically, the Court cautioned that, “if the certification had been issued by an organization that had made no inquiry into petitioner’s fitness, or by one that issued certificates indiscriminately for a price, the statement, even if true, could be misleading.” (*Id.* at 102.)

There is similarly little guidance on this issue by a California court or bar association. However, the ethics committees of several other states have addressed the question of what a “bona fide” organization is for purposes of legal ratings and awards, and the consensus is that if the organization employs a selection methodology based upon objective or other quantifiable factors relating to an attorney’s qualifications, such as years of practice, publications, types of experience, reputation within the legal community, and client and other third party testimonials, the organization may be considered “bona fide” and the rating or appellation awarded by such an organization can be used and cited by the attorney.<sup>7/</sup> Some of these sources also emphasized *Peel*’s dicta that an award from an organization which charged or accepted a fee for a rating is likely not one from a “bona fide” organization since there is a risk of a legal consumer being misled into believing that such an award was a legitimate reflection of the attorney’s competence and not merely available for purchase by any attorney with sufficient means. (See, e.g., State

<sup>5/</sup> See also California State Bar Formal Opn. No. 1982-67 (finding that listing the qualifications of firm members in letters mailed to non-clients could assist the public in making, “an informed choice of legal counsel, although members of the bar should take care that their communications are not false, misleading or deceptive.”).

<sup>6/</sup> The Court stated, “NBTA has developed a set of standards and procedures for periodic certification of lawyers with experience and competence in trial work. Those standards, which have been approved by a board of judges, scholars, and practitioners, are objective and demanding. They require specified experience as lead counsel in both jury and nonjury trials, participation in approved programs of continuing legal education, a demonstration of writing skills, and the successful completion of a day-long examination. Certification expires in five years unless the lawyer again demonstrates his or her continuing qualification. NBTA certification has been described as a ‘highly-structured’ and ‘arduous process that employs a wide range of assessment methods.’” (*Peel v. Attorney Registration & Disciplinary Comm’n of Illinois* (1990) 496 U.S. 91, 95).

<sup>7/</sup> See e.g., Alaska Bar Association Ethics Opinion 2009-2; State Bar of Arizona Opinion No. 05-03 (July 2005) (providing that a listing in *The Best Lawyers in America* was a “bona fide” award); Delaware State Bar Association Committee of Professional Ethics, Opinion 2008-2 at 7-8 (stating that an attorney’s listing in *Super Lawyers* and *Best Lawyers* were “bona fide” awards); State Bar of Iowa Ethics Opinion 07-04; North Carolina State Bar 2007 Formal Ethics Opinion No. 14; South Carolina Bar Association Advisory Opinion 09-10; State Bar of Virginia Legal Advertising Opinion A-0114. See also, In re Opinion 39 of the Comm. on Atty. Advertising (2008) 197 N.J. 66, 79 (vacating ethics opinion which found ratings misleading as the result of court case *Dwyer v. Cappell* (2014), 762 F.3d 275 on ground that truthful disclosure of such information was protected by the First Amendment).

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Bar of Virginia Legal Advertising Opinion A-0114, at 2 [“However, attorneys may not ethically communicate to the public credentials that are not legitimate. For example, if a particular credential or certification is based not upon objective criteria or a legitimate peer review process, but instead is available to any attorney who is willing to pay a fee, then the advertising of such credential or certification is misleading to the public and is therefore prohibited”]).

It is thus appropriate for Attorney to post on her profile her rating as a “Five-Star Lawyer” from another national attorney evaluation website if it is based upon objective factors relating to her qualifications and professional reputation, and not merely purchased by Attorney.

A separate question is whether the numerical rating provided by third party’s website itself is an award from a “bona fide” organization and thus within the constitutional protections of *Peel*. So long as the site does not require or accept payment by the attorney for providing or increasing an attorney’s rating, and the criteria for calculating the rating on the site is in line with what other “bona fide” groups use in deciding to bestow an award to an attorney such as years in practice, awards, legal publications, reputation, etc., it is likely an attorney website’s internal rating does not implicate any ethical concerns and an attorney’s use of it as part of her profile would be constitutionally protected. However, before adopting a profile on a site that provides an internal rating for the attorney, an attorney should determine whether the criteria for any such rating generally meets the test for a “bona fide organization” under *Peel*.<sup>8/</sup>

### Testimonials and Reviews by Third Parties

Online professional directory websites often provide opportunities for clients, peers, and other interested third parties to post testimonials, endorsements, and reviews of individual attorneys on the attorney’s profile. Comment [4] of rule 7.1 states that a communication that truthfully reports a lawyer’s achievements on behalf of clients or former clients, or a testimonial about or endorsement of the lawyer, may be misleading if presented so as to lead a reasonable person to form an unjustified expectation that the same results could be obtained for other clients in similar matters without reference to the specific factual and legal circumstances of each client’s case. Rule 7.1 does not hold testimonials or endorsements to be presumptively deceptive or misleading, and does not affirmatively require a disclaimer. Comment [4] to rule 7.1 notes however that an appropriate disclaimer or qualifying language “often avoids creating unjustified expectations.”<sup>9/</sup>

The factually inaccurate testimonial posted by Client presents a number of potential ethical problems for Attorney. These problems stem from the fact that rules 7.1, 7.2 and the related advertising provisions in the State Bar Act presume the attorney is generally in charge of both the production and distribution of the advertisement, and has editorial control over it. Hence if a client is willing to have his or her testimonial published for the attorney’s benefit in an advertisement, the accuracy of the client’s statements, and the ability to add a disclaimer or qualifying language, is presumed to be within the attorney’s control.

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<sup>8/</sup> In addition to checking on the site’s criteria for providing a numerical rating, the Committee suggests that an attorney investigate and understand all the policies of the site with respect to the ability to post disclaimers or correct misleading content before adopting it or otherwise using it to market her practice.

<sup>9/</sup> Business & Professions Code §§ 6157.2 through 6158.3 still prohibit certain advertising practices, require disclaimers under specified circumstances, and create some evidentiary presumptions arising from advertising, none of which apply to the facts presented. Accordingly, the committee does not address them in this opinion.

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However, when the content comes directly from clients and other third parties, and these testimonials and reviews are posted on an independently-run site, final editorial content of what is said has passed to the clients and third parties who author the statements, and to the website administrators who control their edits. If neither the client nor the administrators will allow the correction of false or misleading content, or agree to append an appropriate disclaimer to the client's testimonial, an attorney is left in a potential ethical quandary – being required to take certain measures in an advertisement that is on her behalf, but being unable to implement them.

The Committee believes that common sense dictates that the attorney's reasonable, good faith attempt to meet the requirements of rules 7.1, 7.2 and the related State Bar Act provisions should be sufficient to satisfy her ethical obligations. Some steps an attorney should consider taking are:

1. *Requesting that the client, or other third party author of the content, either revise the posting to make it accurate and complete so as to be in compliance with the attorney's ethical obligations, or delete the posting altogether.*
2. *Requesting that the website administrator correct or remove any inaccurate information, add any an appropriate disclaimer, or delete the posting altogether.*

If neither Client nor the website administrators agree to any such changes, the attorney should attempt to post something herself on the site in order to satisfy her ethical obligations. Such posting should likely include the language of an appropriate disclaimer or qualifying language as stated in Comment [4] of rule 7.1, or a statement that the editorial policies of the site are such that the attorney cannot vouch for the factual accuracy of third party content, either generally or as regards a particular post. Of course, other ethical concerns such as privilege, confidentiality, and loyalty may limit the specificity of what can be said by the attorney;<sup>10/</sup> however, a general statement that the attorney cannot correct any inaccuracy in a third party's post on the profile due to the editorial restrictions imposed by the site's administrators, and a general disclaimer, should suffice in most situations.

Rule 7.1 states nothing about the proximity of the disclaimer to the testimonial or the proximity of any disavowal or posting of correct information to the third party post that such statements are designed to correct. However with electronic webpages administered by others, it is entirely possible that the disclaimer or disavowal in the segment of the website where the attorney can post information might be several "screens" away from the testimonial or review itself, and thus, an interested reader would never see it or even know to look for it. In this situation, the Committee believes that the attorney can only be ethically required to do what she can reasonably do, and that the posting of a disclaimer or disavowal as close as reasonably possible to the testimonial on the profile should be sufficient to meet her ethical obligations. The alternative would be to prohibit the attorney from using or adopting the third party profile at all once the attorney discovered that any inaccuracies in third party postings could not be corrected and any required disclaimer could not be placed in a prominent enough location to be easily or reliably noticed. This could lead to attorneys choosing not to take advantage of such websites in the first place so as to avoid an ethical gamble. As we believe attorney profiles in professional online directory

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<sup>10/</sup> See, e.g., Los Angeles County Bar Association Professional Responsibility and Ethics Committee, Formal Opinion No. 525 (2012) (opining an attorney may respond to website comments from former client consistent with client confidentiality and in a response that "is proportionate and restrained."); Bar Association of San Francisco, Opinion 2014-1 (opining an attorney may respond to negative online reviews provided no confidential information is revealed, and there is no adverse effect on the matter the attorney previously handled for the client). See also *In the Matter of Betty Tsamis*, Illinois Attorney Registration and Disciplinary Commission No. 6288664 (attorney charged with violation of client confidentiality obligation when responding to client criticism on AVVO).

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and rating websites maintained by third parties provide information that some legal consumers value in selecting counsel, we believe allowing the attorney to continue using the profile with any disclaimer or disavowal as close as reasonably permitted to the testimonial or review is preferable, and consistent with the policies behind rules 7.1, 7.2 and the related provisions of the State Bar Act.

3. *Finally, as we discuss in greater detail below, another option the attorney should at least consider when faced with inaccurate factual information that cannot be corrected on a ratings website posted by others is to abandon the profile altogether.*

In our hypothetical, Attorney acted ethically once she discovered Client's posting. She asked Client to edit the post; when Client refused, she asked the website's administrators to make ethically required corrections and insertions; and, when the administrators refused, she posted a disclaimer and general disavowal in the section of the website that was available for her to do so, which was as proximate as reasonably possible to the testimonial itself. We do not believe that Attorney was required to abandon the profile under these facts because she was able to post a general disclaimer and disavowal in the profile, which ameliorates any misleading effect of the client's inaccurate testimonial. However, when the attorney is prohibited from taking any corrective measures, for example because the website's administrators will not allow her to post any disclaimer or disavowal, abandonment may be the only reasonable course.

### Abandonment of Third Party Profile

The obligation to take reasonable steps to correct known inaccurate, misleading, or incomplete information contained on the attorney's profile continues until the attorney abandons it. An attorney abandons her profile by deciding to no longer monitor the profile or use it in marketing her practice and taking reasonable steps to demonstrate such decision.

Whether an attorney has abandoned a profile posted on an online professional directory site is a case-by-case, fact-based inquiry. Although the Committee cannot define all the ways in which an attorney may demonstrate her abandonment of the profile, some tangible evidence of abandonment includes no longer referring clients to the profile and no longer making reference to the profile on her own site. Abandonment may take place at any time, from immediately following adoption of the profile, to years later if the attorney continually uses her profile to market her practice. Once an attorney abandons the profile, she is not thereafter responsible for its content. Here, Attorney's decision to abandon the profile, and her posting of a notice that she is no longer using or monitoring it, and her actions in no longer checking the profile or referring clients to it, and removing any reference to the profile on her own site, should be sufficient to demonstrate her abandonment of it.

## CONCLUSION

An attorney is not responsible for a profile on an online professional directory website which she has not adopted or otherwise used in order to market her practice. Adopting a profile, or otherwise using it to market her practice, makes the profile a communication on the attorney's behalf, and an advertisement for her professional services, and obligates an attorney to take reasonable steps to ensure the information on the profile is accurate and not misleading.

Attorneys may not post false, misleading or deceptive material on a profile under rule 7.1 and Business & Professions Code §6157.1, nor request others to do so. Attorneys may, however, post truthful information in their advertisements, regardless of whether it is directly related to the practice of law. Attorneys may also report their ratings or accolades from a bona fide attorney evaluation website (including from the website hosting the profile) which uses verifiable criteria based upon the attorney's experience,



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accomplishments, professional reputation, and the like. Attorneys should avoid using ratings issued for a price.

An attorney must take reasonable steps to correct any inaccuracies posted by a third party in a profile adopted or used by the attorney. These steps can include asking the party who posted the information, or the web site administrator, to edit the posting so that it only reports accurate, non-misleading content, so long as client confidentiality and other ethical requirements permit. If such editing is not possible, attorney should disavow inaccurate information in the third party postings, either generally or specifically.

When a testimonial on a profile adopted or used by the attorney appears without a disclaimer, and the absence of a disclaimer could lead a reasonable person to form an unjustified expectation of the same results in similar matters, the attorney should take reasonable steps to correct the situation. Again these steps include a request to the person who posted the testimonial or the website's administrators to provide a proximally close disclaimer. If such requests are denied, a general disclaimer regarding all testimonials on the profile or abandoning the profile altogether are other actions which should be considered to fulfill an attorney's ethical obligations.

An attorney is not responsible for profile content on an online professional directory posted after she has abandoned the profile by deciding to no longer use the profile in marketing her practice. An attorney who has decided to abandon a profile should take reasonable steps demonstrating such decision, such as posting that she is no longer monitoring or using the profile, and not directing clients to it.

This opinion is issued by the Standing Committee on Professional Responsibility and Conduct of the State Bar of California. It is advisory only. It is not binding on the courts, the State Bar of California, its Board of Trustees, any persons or tribunals charged with regulatory responsibilities, or any member of the State Bar.