

Draft standards

A - Accessibility

- 1 Websites must be accessible to disabled users
- 2 Websites should make available an offline contact point
- 3 Websites should provide clear and simple information to help consumers understand the legal services offered
- 4 Information should be clear and easy to understand throughout the website. Technical terms should be explained preferably in situ on comparison tables

B – Independence and impartiality

- 5 Websites should be independent of legal services providers
- 6 Websites should include easily accessible, clear information about how they are funded including any commercial relationships with legal services providers. This should include information about referral fees where applicable
- 7 Any commercial influence on the presentation of information should be clearly identified. In particular, featured deals or promotions should be clearly identified as such

Enabling good choices

- 8 Websites should include a sufficient number of providers to enable consumers to make a meaningful choice. They should be transparent about their level of market coverage, especially where the site has a limited number of providers
- 9 Consumers should be able to compare providers on information other than price, e.g. quality and service features

- 10 Websites should make clear the basis on which a comparison is made. Consumers should be able to sort, filter and shortlist comparison tables according to every field of information present
- 11 Assumptions made about consumers that are used to generate quotes are clearly and prominently displayed on websites and at each stage where the consumer makes a choice so they are aware of these assumptions
- 12 Websites should advise the consumer where a search result does not match their specific request

Accuracy

- 13 The price quoted should reflect the total cost of the work including all mandatory fees and charges. There should be clarity around any excluded costs. Websites should make clear the basis for charging, e.g. fixed fee or hourly rate. The price quoted should be available
- 14 Information should be kept up-to-date
- 15 Marketing statements should be factually correct, up-to-date and avoid misleading or exaggerated claims

Use of personal information

- 16 Websites should publish a standalone privacy policy
- 17 Personal information should be collected only when necessary
- 18 Personal information should not be passed to third parties without the consumer's explicit consent
- 19 It should be easy for consumers to opt out of marketing communications

Complaints

- 20 Websites should have an effective consumer complaints procedure