Lawtech, consumers and the regulation of legal services

Consumers' attitude to online and lawtech services
The proportion of consumers who have their services delivered online has increased over time

- 2011: 21%
- 2016: 27%
- 2019: 33%

The top 3 factors consumers consider to be barriers to using lawtech/AI services are

- Not user friendly: 49%
- Concerns over data security: 47%
- Lack of trust in AI technology: 47%

Accessibility
Regulators could explore incentivising providers to use lawtech in order to widen access to legal services.

Transparency
The data used to inform algorithms in lawtech services should be traceable, auditable and meet the data protection requirements.

Lawtech providers should be able to explain to consumers in a meaningful way before the services are delivered:

- how the algorithm(s) used arrive at particular conclusions
- the reasoning behind automated decisions
- the risks and responsibilities of different parties involved.

Bias
Providers using lawtech services should mitigate against built-in biases.

Built-in biases combined with AI technologies' quick learning capability and hidden layers of complexity, can influence the final outcomes of the service in ways that are not fair to some consumers.

Liability and redress
The regulatory framework should facilitate to determine easily where liability lies, especially for non-clear-cut circumstances.

Regulators to clarify whether PII policies cover services delivered via lawtech.