

Voluntary code of conduct for BSB DCT pilot participants

1. Digital comparison tools (DCTs) participating in this pilot shall be independent. Their operations should not be controlled, managed or influenced by those in either management or ownership positions of organisation (s) which, separately, offers regulated legal services in their own right.
2. DCTs may mention their participation in the BSB DCT pilot in their publicity / marketing materials. However, they should not seek to give the impression that their participation in the BSB DCT pilot amounts to an endorsement by the BSB of their specific service. Nor shall DCTs' publicity / marketing literature seek to give the impression that the BSB DCT pilot is a pre-cursor to barristers' and chambers' mandatory participation in DCTs. For the avoidance of any doubt, it is not.
3. DCTs shall include easily accessible, clear information about any commercial relationships with the legal services providers (law firms, barristers etc) included on their tool.
4. DCTs shall not charge barristers for inclusion on their tool in a manner that is incompatible with the Bar Standard Board Handbook – including the rule [against barristers paying referral fees](#) and associated guidance.
5. Information on regulated individuals or entities included on DTCs shall be reasonably maintained to be accurate and up-to-date.
6. Consumers should be able to access information about legal service providers listed on the tool, including details of rated legal service providers, on a fair basis. Specifically, consumers should be able to search for, and identify, those legal service providers who are included / rated on the tool, irrespective of whether those providers have a free or premium DCT listing.
7. Consumers should be able to compare providers listed on DCTs using information other than price. Additional comparison options may include – for example – the geographical markets covered by legal service providers, or the legal specialisms offered by such providers.
8. DCTs shall include a facility to allow legal service providers listed on their tool to respond to reviews made about them.
9. DCTs shall have a clear complaints policy and a seven-day response timeframe for response in relation to reviews published by the DCT.
10. DCTs shall have straightforward and transparent process in place to allow for reviews hosted on their tool to be removed.
11. DCTs shall comply with all relevant laws and regulations, notably those relating to data protection, information security and equality and diversity.
12. DTCs shall ensure their service is reasonably accessible to all users. They shall also give thorough consideration of any equality impacts of the services they offer.