

Legal Services Commission

Personal Injury Advertising on Websites Update E-Newsletter Issue 14

Dear Colleague

The Commission has previously published to the profession a number of guidelines dealing with its views as to how the provisions contained in the *Personal Injuries Proceedings Act 2002* (PIPA) in respect of the advertising of personal injury services should be applied.

In particular in 2008 the Commission published **Regulatory Guide 4 – Advertising Personal Injury Services on the Internet**.

The Commission has recently reviewed this Regulatory Guide.

As a result of that review the Commission no longer believes that pages that link to each other are intended to be read together or should be construed to be just different parts of the one larger website.

Accordingly, from now on, the Commission will not require practitioners to take steps to remove the links from web pages that advertise personal injury services to those that do not.

As well, it will no longer be necessary to ensure that those non-personal injury pages linked to pages that advertise personal injury services are PIPA compliant.

Notwithstanding this revised position, practitioners still need to ensure that every page of their website that does advertise personal injury services must only contain the information allowed by sections 66(1) and (2) of PIPA.

This revised position in respect of websites does not apply to print advertisements or any other media platforms such as YouTube or Facebook which are linked to the practitioner's website.

The Commission's **Regulatory Guide 4 – Advertising Personal Injury Services on the Internet** has been amended accordingly.

Feel free to contact Michael Roessler of the Commission on 07 3406 7728 or michael.roessler@lsc.qld.gov.au if you have any queries.

Regards,

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