

LEGAL MARKETING ASSOCIATION

Code of Ethics

This Code of Ethics provides standards of conduct that define ethical behavior for individuals engaged in marketing, communications, business development, and/or client services for the legal profession (“Legal Marketing Professionals”). Adherence to the Code is a prerequisite for admission to, and maintenance of membership in, the Legal Marketing Association (“LMA” or the “Association”).

Section I. Principles of Ethics

The Principles of Ethics are aspirational and inspirational model standards of exemplary professional conduct for all members of the Association. These Principles should not be regarded as limitations or restrictions, but as goals for which members should constantly strive.

Legal Marketing Professionals shall:

- A. Support the purposes and goals of the Association.
- B. Maintain a commitment to the highest standards of professionalism in all business and volunteer activity.
- C. Demonstrate professional excellence through regular self-assessment of strengths, limitations, and effectiveness by continued education and training.
- D. Cooperate with other Legal Marketing Professionals to advance the understanding of legal marketing and make the benefits of such work available to the public.
- E. Strive to assure that all presentations of services, goods, and concepts are made accurately, clearly, and honestly.

Section II. Rules of Ethics

The Rules of Ethics are mandatory and direct specific standards of minimally-acceptable professional conduct for all members of the Association. They are enforceable for all LMA members, and any member who violates them shall be subject to disciplinary action, which may include, but not be limited to, censure, suspension, and expulsion.

Legal Marketing Professionals shall:

- A. Comply with the Bylaws, rules, and regulations of the Association.
- B. Refrain from misrepresenting their credentials, training, experience, ability, or prior results.
- C. Refrain from knowingly making false or misleading statements about clients, competitors, LMA, or any other organization.

- D. Refrain from using any indicia of LMA membership, including the LMA name, logo, or other intellectual property, or the Legal Marketing Professional's position, in any unauthorized, improper, or misleading manner.
- E. Protect confidential information of the Legal Marketing Professional's firm and its clients, LMA and LMA chapter, and any other person or organization.
- F. Refrain from engaging in any activity that could give rise to a professional conflict of interest, unless express advance consent is given by all affected parties after full disclosure of the facts. Without limiting the generality of the foregoing, no Legal Marketing Professional shall use any information gained as a result of professional activities for personal benefit.