

Here are the \*\*compliance items you need to watch\*\* when running \*\*personal injury listings/directory + sponsor placements\*\*. This is \*\*practical risk control\*\*, not legal advice.

## ## 1) Don't "recommend" or claim "best"

\*\*Big risk:\*\* misleading advertising / unfair competition claims + bar complaints.

Avoid language like:

- "best," "top," "#1," "most trusted," "we recommend"
- "we vetted/verified" unless you truly did

Use safer language:

- "Directory," "Listings," "Options," "How to choose"
- "Sponsored placement" (clearly labeled)

\*\*If you want conversion language:\*\* use neutral qualifiers like:

- "lawyers who handle car accident cases"
- "questions to ask before you hire"

## ## 2) Sponsored placement disclosure (this is non-negotiable)

If anyone pays you for visibility:

- label it \*\*"Sponsored"\*\*\* clearly and consistently
- keep it visually distinct
- disclose on an Editorial Policy page that sponsorship \*\*does not equal endorsement\*\*

\*\*Do not\*\* mix sponsored into "best of" lists.

## ## 3) Avoid "lead selling" structures that look like fee-splitting or referral fees

Many states restrict lawyers from:

- paying for referrals
- fee splitting with non-lawyers

You can usually sell:

- \*\*advertising\*\* (flat monthly sponsorship)
- \*\*directory placement\*\*
- \*\*brand visibility\*\*

Be careful with:

- charging \*\*per signed case\*\*
- taking a \*\*% of settlement\*\*
- "pay per retained client"

\*\*Safer model:\*\* flat monthly "Category Sponsor" fee for labeled advertising + placement.

## ## 4) Don't imply an attorney-client relationship

Your content must not look like:

- legal advice tailored to someone's situation
- "contact us and we will help you with your case"
- intake forms that sound like you're the law firm

Use:

- "general information only"
- "not legal advice"
- "consult a licensed attorney in your jurisdiction"

## ## 5) Watch claims about outcomes

No:

- "increase your settlement"
- "get you paid"
- "win your case"
- "guaranteed results"
- "we'll get you compensation"

Yes:

- "steps people often take"
- "general timeline overview"
- "questions to ask a lawyer"

## ## 6) Rules around calling/marketing (if you do call tracking)

If you route calls or record them:

- some states require \*\*two-party consent\*\* for recording
- you must disclose recording if it happens
- avoid representing yourself as the firm

\*\*Best practice:\*\* don't record calls at first. If you add call tracking later, add a disclosure.

## ## 7) Data privacy / sensitive info

Accident and injury info can become sensitive fast.

Avoid collecting:

- medical details
- SSNs
- detailed incident narratives

If you have contact forms:

- keep them minimal (name/email/phone + "what city?")
- add a privacy page
- don't sell personal data

## ## 8) Unauthorized practice of law (UPL) risk

You're not a lawyer. Don't:

- tell people what they "should" do legally
- interpret statutes or deadlines for them
- tell them "you have a case"

You can:

- provide checklists
- suggest they consult a lawyer
- provide general "typical steps" content

## ## 9) Trademark / firm name usage

You can list firm names and public info, but:

- don't use a firm's logo without permission
- don't write copy that implies affiliation
- have a "claim/update this listing" email

## ## 10) State bar advertising rules vary by state

Some states have specific rules on:

- testimonials
- dramatizations
- comparative statements ("best")
- required disclaimers

Since you're a publisher/directory, stay conservative:

- no testimonials you didn't source/verify
- no comparative claims
- clear sponsor disclosure

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## # The simplest "safe operating rules" for your PI listings

If you follow these, you avoid most landmines:

- 1) \*\*Flat monthly sponsorship only\*\* (no per-case, no % of recovery)
- 2) Every paid placement is labeled \*\*SPONSORED\*\*
- 3) No "best/top" language, no "we recommend"
- 4) Big disclaimer: "general info, not legal advice"
- 5) Minimal data collection, no medical detail capture
- 6) Claim/update/remove listing path: \*\*sequoia@westpeak.ventures\*\*

If you want, I can also give you a \*\*copy-paste Editorial Policy + Sponsor Disclosure + Disclaimer\*\* set tailored exactly to your site language (still neutral, non-scummy).