

Israel Bar Association (Advertising) Rules, 5761-2001¹

By virtue of my authority pursuant to sections 55 and 109 of the Israel Bar Association Law, 5721-1961, and with the approval of the Minister of Justice and the Constitution, Law and Justice Committee of the Knesset, the National Council of the Israel Bar Association enacts the following rules:

1. Statement of qualification

A lawyer may state, orally or in writing, the fact that he is a lawyer.

2. Details that it is obligatory to state

- (a) A lawyer shall state his name and the fact that he is a lawyer:
 - (1) On his office notepaper;
 - (2) When such an obligation is imposed on him pursuant to law.
- (b) If a lawyer states his name on a document that concerns his professional work, he shall add alongside his name the fact that he is a lawyer.
- (c) A lawyer shall state his registration number in the register of members of the Israel Bar Association on —
 - (1) The first document that he files on behalf of his client in a proceeding in court, including a tribunal and any judicial or quasi-judicial instance that was established pursuant to law;
 - (2) An affidavit that he administers;
 - (3) Any other document that contains a confirmation or authentication of a lawyer.

3. Permitted advertising (amendment 5766)²

- (a) A lawyer may only advertise as follows:
 - (1) In written newspapers in areas that will be allocated for advertisements of lawyers, in magazines and periodicals;
 - (2) In telephone directories;
 - (3) In address books;
 - (4) In classified professional directories;
 - (5) On the Internet;
 - (6) On the sign of the lawyer's office, on his office notepaper, and on any document that leaves his office;
- (b) Advertising may only contain the following details:
 - (1) The name of the lawyer;
 - (2) The fact that he is a lawyer;
 - (3) If he is a notary — the fact that he is a notary;
 - (4) His academic degrees or his qualification as a mediator;
 - (5) A title whose use is regulated by any other law;
 - (6) His qualification to practice law outside Israel;

¹ 6 Adar 5761 (March 1, 2001), *Kovetz Takanot* 6094 (5761), 629; (5766) 445, published on March 19, 2001.

² Israel Bar Association (Advertising) Rules (Amendment), 5766-2006, in section 2, in which it is stated: '2. Commencement
The commencement of these rules is 30 days after their date of publication.'
The rules were published on January 30, 2006.

- (7) Details of the lawyers who work with him in his office, including details as stated in this subsection with regard to each one of them;
 - (8) All of the details relating to the address of the office and the methods of communicating with the office and any change thereto; including an e-mail address of the office and the address of its Internet site, if any;
 - (9) The names of partners and salaried lawyers who have retired and the names of partners and salaried lawyers who have died, provided that their names appeared on the notepaper at the time that they retired or died, as applicable;
 - (10) The areas of practice of the lawyer and his office;
 - (11) Hours open to the public;
 - (12) The languages that the lawyer speaks;
 - (13) The date on which he qualified as a lawyer.
- (c) Advertising pursuant to subsection (a)(4) and (5) may also include the following:
- (1) Books, articles and research in the legal field;
 - (2) Teaching positions;
 - (3) Positions and membership of the Israel Bar Association or legal organizations in Israel or abroad;
 - (4) Any position that the lawyer holds or held in the past, including a public office and military service in the legal field, but excluding a position that he holds pursuant to law, as long as he holds office therein, which is a judicial or quasi-judicial position or memberships of committees for electing persons to judicial or quasi-judicial office.
- (d) An advertisement, as stated in subsection (a)(1) to (3), shall only include those details in subsection (b) and its size shall not exceed an eighth of a page and contain letters with a single color only; a lawyer shall not publish more than one advertisement in the same edition of a daily newspaper.
- (e) An Internet advertisement as stated in subsection (a)(5) shall not be accompanied by any spoken words; it is permitted to make use of pictures and graphic illustrations that do not undermine the dignity of the profession; it is permitted to publish photographs of a lawyer but not photographs of his clients or workers in his office that are not lawyers; it is permitted to add links to sites of lawyers or organizations of lawyers or professional legal sites only; a lawyers' site shall not include advertising banners of others nor shall the lawyer be entitled to advertise by means of advertising banners on the site of another.
- (f) An advertisement, apart from an advertisement as stated in subsection (e), shall not include illustrations or pictures.
- (g) A lawyer is liable to keep, for a period of three years from the date on which the advertising ended, any copy of a publication or advertising including a record of the dates and places of the publication, and he shall submit them to the Israel Bar Association, upon request.
- (h) An advertising issues advisory committee at the Israel Bar Association, headed by the chairman of the Ethics Committee of the Central Committee shall give, at the request of any lawyer that applies to it, prior approval regarding the compliance of the advertisement that he wishes to publish with the terms of these rules.

4. Details that a salaried lawyer shall state on notepaper

- (a) A lawyer who is an employee of a lawyer or of someone who is not a lawyer (hereafter — the employer), shall use, subject to these rules, for the purpose of his practice as a lawyer for that employer, notepaper that includes the name of his employer; if the employer is not a lawyer, ‘The Legal Department’ or similar wording shall be added after the name of the employer.
- (b) Nothing in the provisions of this section shall prevent a lawyer, who in addition to his work as an employee of the employer also practices law independently, from using, for the purpose of his professional work as an independent lawyer, notepaper on which the details pursuant to sections 2 and 3 are stated.
- (c) Nothing in the provisions of this section shall derogate from the application of all the provisions of these rules to a salaried lawyer.

5. Written information

A lawyer may give his clients, at their request, and others who approach him written information that will include factual details, provided that he refrains from laudatory statements regarding himself.

6. Amendment of the Rules of Ethics

Chapter D of the Israel Bar Association (Professional Ethics) Rules, 5746-1986, is repealed.