

## **Marketers - information form**

This form is part of your firm's mandatory declaration. You must ensure the information you provide is accurate.

You have told us that your firm has arrangements with a business or organisation to provide marketing and publicity for the firm's consumer claims work.

You are required to provide information about each of these marketing businesses or organisations. **Please complete a separate form for each marketing business or organisation.**

The information gathered as part of this process will be used in the discharge of our regulatory obligations. This will include assessing compliance with our Standards and Regulations and potentially informing further regulatory action.

This section relates to your and your firm's professional obligations set out in:

- Paragraphs 5.1(e), 8.8 and 8.9 of the [Code of Conduct for Solicitors, RELs and RFLs](#)
- Paragraph 2.1(a) and 2.3 of the [Code of Conduct for Firms](#)
- [Warning notice: Marketing your services to members of the public.](#)

## **Information about your firm**

Firm name \_\_\_\_\_

Firm SRA ID \_\_\_\_\_

Your name \_\_\_\_\_

Your role \_\_\_\_\_

## **Your firm's marketer**

1. What is the name of the marketer? \_\_\_\_\_

### ***Guidance***

*For the purposes of this declaration, 'marketer' refers to any individual, business or organisation which provides publicity or marketing in relation to your firm's consumer claims work.*

*Marketing and publicity refers to any activity aimed at advertising the firm and its services. This includes websites, social media content, and print or online communication. Marketer means any agreement you have with a web platform or other network operator not operated by the firm to provide information about your firm and its services.*

## **Your firm's marketing arrangements**

### **2. [Marketer] is:**

- ☐ An individual
- ☐ A company
- ☐ Other - Write In (Required): \_\_\_\_\_

If you answered 'a company' to question 2:

### **3. What is [marketer]'s company registration number? \_\_\_\_\_**

### **4. What is the total amount paid by [your firm] (or any entity on behalf of the firm) to [marketer] in the last twelve months? \_\_\_\_\_**

### **5. Which claim types are publicised on behalf of [your firm] by [marketer]?**

- ☐ Car finance
- ☐ Cavity wall insulation
- ☐ Data breach, data protection and cyber security
- ☐ Diesel emissions
- ☐ Flight delay
- ☐ Holiday sickness
- ☐ Housing disrepair
- ☐ Japanese knotweed
- ☐ Mis-sold pensions
- ☐ Mis-sold tax avoidance schemes
- ☐ Payment Protection Insurance
- ☐ Solar panels, green energy and other energy
- ☐ Tax refund
- ☐ Timeshare
- ☐ Other financial services claims
- ☐ Other consumer claims - please give details: \_\_\_\_\_

### **6. What types of publicity and marketing does [marketer] do on behalf of [your firm]?**

- ☐ Social media adverts/content
- ☐ Website content
- ☐ Search engine optimisation
- ☐ E-mail communications
- ☐ Text/WhatsApp communications

- ☐ Telephone calls (outbound)
- ☐ Telephone calls (inbound)
- ☐ Leaflets or other print materials
- ☐ Online meetings
- ☐ In person meetings
- ☐ Other - not listed above

**7. If *[marketer]* does a type of publicity or marketing not mentioned above, please give details.** \_\_\_\_\_

### **Declaratory statement**

I, *[your name]*, am *[your firm]'s [your role]*.

I understand that it is my responsibility to make sure all the information I have given is correct and complete.

I understand that if I have knowingly or recklessly given you information that is false or misleading (or if I failed to tell you about any significant information) you could take disciplinary action. \*

☐ I confirm that the information I have given is correct, to the best of my knowledge and belief.

☐ I confirm that I have taken reasonable steps to verify the information provided from records held by the firm and consider the responses to be complete and accurate.