LAW ASSOCIATION OF TRINIDAD AND TOBAGO

PUBLIC NOTICE

AMENDMENT TO THE THIRD SCHEDULE OF THE LEGAL PROFESSION ACT, CHAP. 90:03 – ADVERTISING BY ATTORNEYS-AT-LAW

The Law Association of Trinidad and Tobago (LATT) advises members of the public and attorneys-at-law that the Legal Profession (Third Schedule) (Amendment) Rules, 2026 have been made by the Council of the LATT under section 35 of the Legal Profession Act, Chap. 90:03, with the approval of the Honourable Chief Justice, and were published as Legal Notice 844 of 2026 in the Gazette No. 183 of 2026 on 6 November 2026.

The amended Rules replace the former absolute prohibition on advertising by attorneys-at-law with a regulated framework that permits advertising in connection with legal practice, subject to specified professional and ethical requirements.

Members of the public should note that advertising by attorneys-at-law must not be false, misleading or deceptive, create an unjustified expectation, or be conducted in a manner that is vulgar, sensational or likely to adversely affect the reputation or standing of an attorney-at-law or the legal profession.

Rule 6, as amended, also restricts, among other things:

a) testimonials or endorsements concerning an attorney-at-law;

b) claims that an attorney-at-law is a specialist, expert, leader or established or experienced practitioner;

c) encouraging or promoting litigation;

d) encouraging persons to change their current legal representation;

e) comparisons or criticism concerning the fees or quality of services of another attorney-at-law or firm; and

f) advertising discounts, low-cost services, payment plans, fee deferrals or contingency fee arrangements.

Attorneys-at-law may participate in lectures, talks, public appearances, broadcasts and written or printed publications, and may be identified by their name, appointments, firm, Chambers and academic qualifications, subject to the requirements of the Rules.

Attorneys-at-law remain responsible for ensuring that publicity relating to their practice or firm complies with the Rules, including publicity undertaken by employees or any other person on their behalf. Where an attorney-at-law becomes aware of improper publicity, the Rules require the attorney-at-law to take reasonable steps to rectify or withdraw it immediately and to inform the Council in writing.

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The LATT encourages members of the public to take note of the amended regulatory framework and the safeguards that continue to apply to advertising by attorneys-at-law.

Concerns about advertising by an attorney-at-law may be submitted in writing to the Law Association of Trinidad and Tobago at admin@lawassociationtt.com.

Dated the 11th day of November 2026

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