

## The Legal and Ethical Implications of Online Attorney-Client Relationships and Lawyer Advertising in the Philippines

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The rules governing the ethical implications of the conduct of lawyers can be found in the Constitution, the Code of Professional Responsibility, the Revised Rules of Court, and Supreme Court decisions on legal ethics. While the principles underlying legal ethics may not have had the Internet in mind when they were formulated, it is imperative to measure the propriety of conduct in this new technological medium.

This Note explores the uncharted territory of the Internet with two specific issues in mind: one, the creation of online attorney-client relationships and two, the state of lawyer advertising in the Philippines and the status of the online presence of Filipino lawyers and law firms alike. The Authors argue that there is a need for both the bench and the bar alike to be provided with definitive rules regarding these problem areas to avoid difficulties in the future and for the protection of the general public.

By analyzing the implications of internet advertising on attorney-client relationship and taking account the U.S. experience on internet advertising, the Note concludes that given the ramifications of new technologies on the legal profession, the present state of rules governing the practice of law in the Philippine is inadequate to address the burgeoning developments in cyberspace.