Badan Peguam Malaysia
Malaysian Bar

www.malaysianbar.org.my

Wisma Badan Peguam Malaysia
2 Leboh Pasar Besar
50050 Kuala Lumpur, Malaysia
Tel : +603-2050 2050
Fax : +603-2050 2019
Email : council@malaysianbar.org.my

Circular No 471/2025
Dated 31 Dec 2025

To Members of the Malaysian Bar

Legal Profession (Publicity) Rules 2025 Coming into Force on 1 Jan 2026

The Legal Profession (Publicity) Rules 2025 ("new Publicity Rules") have been gazetted and published on 26 Dec 2025 vide P.U.(A) 462/2025, and will come into force on 1 Jan 2026.

We refer to Circular No 169/2022 dated 16 June 2022 wherein Members' feedback was sought on the draft of amended Publicity Rulings as part of the Bar Council's review of the then Legal Profession (Publicity) Rules 2001. Upon due consideration, the Bar Council decided that the revamped publicity framework be implemented in the form of Rules made pursuant to section 77 of the Legal Profession Act 1976, with the approval of the Attorney General.

The new Publicity Rules represent the culmination of a comprehensive review and revamp exercise undertaken by the Bar Council through the Bar Council Legal Profession Committee ("LPC"), in consultation with the Attorney General's Chambers over several years. The new Publicity Rules adopt a principle-based approach, aimed at providing updated and clearer guidance on publicity involving the legal profession in line with current practices and technology.

A copy of the Rules (in Bahasa Malaysia and English) is attached here (see page 2 onwards) and is also available on the Attorney General's Chambers website here.

LPC is currently reviewing the existing Rules and Rulings of the Bar Council in light of the new Publicity Rules. This review may result in the issuance of new Rulings, as well as amendments to, suspension of, and/or deletion of existing Rulings, where appropriate. The Malaysian Bar will inform Members once this review process has been completed, and a further circular will be issued to notify Members of any changes to the Rulings.

For enquiries, please contact Dhyana Sivabalan (03-2050 2108), Md Faizal b Mahat (03-2050 2088) or Malathi Mohan (03-2050 2150), or email lpc@malaysianbar.org.my.

Thank you.

Murshidah Mustafa
Secretary
Malaysian Bar

26 Disember 2025
26 December 2025
P.U. (A) 462

WARTA KERAJAAN PERSEKUTUAN

FEDERAL GOVERNMENT GAZETTE

KAEDAH-KAEDAH PROFESION UNDANG-UNDANG (PUBLISITI) 2025

LEGAL PROFESSION (PUBLICITY) RULES 2025

DISIARKAN OLEH/
PUBLISHED BY
JABATAN PEGUAM NEGARA/
ATTORNEY GENERAL'S CHAMBERS

AKTA PROFESION UNDANG-UNDANG 1976

KAEDAH-KAEDAH PROFESION UNDANG-UNDANG (PUBLISITI) 2025

SUSUNAN KAEDAH

Kaedah

1. Nama dan permulaan kuat kuasa
2. Pemakaian
3. Tafsiran
4. Prinsip utama
5. Publisiti yang mengelirukan, memperdayakan, palsu, dsb.
6. Pengkhususan
7. Perbandingan atau kritikan orang lain dan rujukan kepada kes yang menyebabkan berlakunya pelanggaran kerahsiaan
8. Publisiti di luar Malaysia
9. Tanggungjawab berhubung dengan publisiti
10. Pembatalan

AKTA PROFESION UNDANG-UNDANG 1976

KAEDAH-KAEDAH PROFESION UNDANG-UNDANG (PUBLISITI) 2025

PADA menjalankan kuasa yang diberikan oleh subseksyen 77(1) Akta Profesion Undang-Undang 1976 [*Akta 166*], Majlis Peguam, dengan kelulusan Peguam Negara, membuat kaedah-kaedah yang berikut:

Nama dan permulaan kuat kuasa

1. (1) Kaedah-kaedah ini bolehlah dinamakan **Kaedah-Kaedah Profesion Undang-Undang (Publisiti) 2025**.

(2) Kaedah-Kaedah ini mula berkuat kuasa pada 1 Januari 2026.

Pemakaian

2. Kaedah-Kaedah ini hendaklah terpakai bagi tiap-tiap peguam bela dan peguam cara, peguam asing, firma guaman Malaysia, perkongsian antarabangsa dan firma guaman asing berkelayakan.

Tafsiran

3. (1) Dalam Kaedah-Kaedah ini—

"membuat publisiti" ertinya menjadikan diketahui umum melalui apa-apa perantaraan dan termasuklah—

(a) apa-apa bentuk atau perantaraan sama ada dalam bentuk bercetak atau elektronik;

(b) apa-apa pendedahan, sama ada dibayar atau tidak, dalam apa-apa perantaraan umum;

(c) apa-apa kehadiran termasuk dalam seminar, persidangan atau forum; dan

(d) apa-apa hubungan dengan bakal klien yang dimulakan oleh atau bagi pihak orang itu.

"prinsip utama" ertinya prinsip utama sebagaimana yang diperuntukkan di bawah kaedah 4;

(2) Bagi maksud Kaedah-Kaedah ini, apa-apa sebutan mengenai "orang'' dalam Kaedah-Kaedah ini disifatkan sebagai sebutan mengenai—

(a) peguam bela dan peguam cara;

(b) peguam asing;

(c) firma guaman Malaysia yang peguam bela dan peguam cara itu menjalankan amalan;

(d) perkongsian antarabangsa; dan

(e) firma guaman asing berkelayakan.

Prinsip utama

4. Mana-mana orang yang membuat publisiti amalannya tidak boleh menjejaskan martabat dan kedudukan profesion undang-undang dan hendaklah mematuhi prinsip utama seperti yang berikut yang termasuklah:

(a) orang itu hendaklah bertindak dengan integriti;

(b) orang itu hendaklah bertindak untuk kepentingan terbaik bagi setiap klien; dan

(c) orang itu hendaklah bertindak mengikut cara yang akan mempertahankan kepercayaan dan keyakinan yang diletakkan oleh klien dan orang awam pada orang itu dan dalam profesion undang-undang.

Publisiti yang mengelirukan, memperdayakan, palsu, dsb.

5. (1) Mana-mana orang tidak boleh membuat publisiti amalannya mengikut cara yang boleh atau boleh dengan munasabah dianggap sebagai mengelirukan, memperdayakan, palsu, menyinggung, dilarang oleh undang-undang atau menjejaskan martabat dan kedudukan profesion undang-undang atau yang menyebabkan atau dijangka akan menyebabkan profesion undang-undang dipandang hina.

(2) Bagi maksud subkaedah (1), publisiti mengelirukan, memperdayakan, palsu atau menjejaskan martabat dan kedudukan profesion undang-undang, jika publisiti itu—

(a) mengandungi suatu salah nyata yang material;

(b) meninggalkan suatu fakta material;

(c) mengandungi maklumat yang tidak dapat ditentusahkan; atau

(d) mungkin mewujudkan jangkaan yang tidak berjustifikasi mengenai keputusan yang boleh dicapai oleh orang itu.

Pengkhususan

6. (1) Mana-mana orang boleh mendakwa pengkhususan dalam publisitinya tetapi tidak boleh mendakwa sebagai pakar dalam mana-mana bidang amalan.

(2) Jika orang di bawah subkaedah (1) mendakwa pengkhususan dalam publisitinya, orang itu hendaklah memastikan bahawa dakwaan itu boleh dijustifikasikan.

(3) Bagi maksud subkaedah (2), faktor seperti yang berikut hendaklah diambil kira dalam mewajarkan apa-apa dakwaan pengkhususan:

(a) kelayakan akademik peguam bela dan peguam cara atau peguam asing dalam suatu firma guaman Malaysia, perkongsian antarabangsa atau firma guaman asing berkelayakan, mengikut mana-mana yang berkenaan;

(b) pengalaman peguam bela dan peguam cara atau peguam asing dalam suatu firma guaman Malaysia, perkongsian antarabangsa atau firma guaman asing berkelayakan, mengikut mana-mana yang berkenaan;

(c) perkadaran masa yang digunakan oleh orang itu dalam bidang pengkhususan itu;

(d) tahap kejayaan yang dicapai oleh orang itu dalam bidang pengkhususan itu; dan

(e) apa-apa perkara lain sebagaimana yang boleh ditentukan dan diumumkan oleh Majlis Peguam sebagai relevan, melalui pekelilingnya dari semasa ke semasa.

Perbandingan atau kritikan orang lain dan rujukan kepada kes yang menyebabkan berlakunya pelanggaran kerahsiaan

7. Mana-mana orang tidak boleh dalam mana-mana publisiti—

(a) menyatakan fi yang dikenakan oleh orang itu untuk perkhidmatannya;

(b) membuat apa-apa perbandingan atau kritikan berhubung dengan fi yang dikenakan atau kualiti perkhidmatan yang diberikan oleh mana-mana orang lain; dan

(c) membuat apa-apa rujukan secara langsung atau tidak langsung kepada mana-mana kes yang orang itu telah bertindak bagi mana-mana pihak kepada kes itu dan bahawa yang pemberian maklumat berhubung dengan kes itu akan menyebabkan berlakunya pelanggaran kerahsiaan kepada mana-mana klien atau bekas klien.

Publisiti di luar Malaysia

8. (1) Mana-mana orang boleh membuat publisiti amalannya di mana-mana negara di luar Malaysia tetapi publisiti itu tidak boleh dibuat—

(a) mengikut cara yang berlawanan dengan undang-undang negara itu;

(b) mengikut cara yang mungkin akan mengurangkan keyakinan orang awam di negara itu berkenaan dengan profesion undang-undang Malaysia; atau

(c) mengikut cara yang akan menyebabkan profesion undang-undang Malaysia dipandang hina.

(2) Jika publisiti yang disebut dalam subkaedah (1) juga diedarkan secara meluas di Malaysia, publisiti itu hendaklah tertakluk kepada Kaedah-Kaedah ini.

Tanggungjawab berhubung dengan publisiti

9. (1) Mana-mana orang hendaklah bertanggungjawab, setakat yang publisiti itu adalah atau patut berada dalam kawalannya, untuk memastikan bahawa mana-mana publisiti yang berhubungan dengannya atau amalannya dilakukan mengikut Kaedah-Kaedah ini, sama ada publisiti itu dilakukan oleh orang itu, mana-mana pekerja orang itu atau mana-mana pihak yang bertindak bagi pihak orang itu.

(2) Sekiranya terdapat apa-apa pertanyaan atau isu berkenaan dengan publisitinya, ia hendaklah menjadi tanggungjawab orang itu untuk memuaskan hati Majlis Peguam bahawa publisitinya mematuhi prinsip utama.

(3) Jika mana-mana orang menyedari apa-apa ketidaksopanan dalam mana-mana publisiti yang berhubungan dengannya atau amalannya, orang itu hendaklah bertanggungjawab, setakat ia berada atau sepatutnya berada dalam kawalannya, untuk menggunakan usahanya dengan bersungguh-sungguh untuk membetulkan atau menarik balik publisiti itu, dan orang itu hendaklah pada setiap masa memastikan bahawa Majlis Peguam dimaklumkan secara bertulis berkenaan dengan perkara itu.

(4) Jika Majlis Peguam mendapati bahawa mana-mana publisiti yang berhubungan dengan mana-mana orang adalah berlawanan dengan Kaedah-Kaedah ini, Majlis Peguam boleh, tanpa menjejaskan kuasanya yang lain di bawah Akta, selepas membuat siasatan yang sewajarnya berkenaan dengan publisiti itu, mengarahkan orang itu, untuk mengubah, mengubah suai, menarik balik, menghapuskan atau menghentikan publisiti itu.

Pembatalan

10. Kaedah-Kaedah Profesion Undang-Undang (Publisiti) 2001 [*P.U. (A) 345/2001*] dibatalkan.

Dibuat 6 November 2025
[BC/CEN/M/16 (BC/PA/L3/2025); PN(PU2)314/JLD.23]

DATO' HAJI MOHAMAD EZRI BIN HAJI ABDUL WAHAB
Pengerusi Majlis Peguam

Diluluskan 18 Disember 2025
[BC/CEN/M/16 (BC/PA/L3/2025); PN(PU2)314/JLD.23]

TAN SRI MOHD DUSUKI BIN MOKHTAR
Peguam Negara

LEGAL PROFESSION ACT 1976

LEGAL PROFESSION (PUBLICITY) RULES 2025

ARRANGEMENT OF RULES

Rule

1. Citation and commencement
2. Application
3. Interpretation
4. Overriding principles
5. Misleading, deceptive, false, etc., publicity
6. Specialisation
7. Comparison or criticism of other person and reference to cases resulting in breach of confidentiality
8. Publicity outside Malaysia
9. Responsibility in relation to publicity
10. Revocation

LEGAL PROFESSION ACT 1976

LEGAL PROFESSION (PUBLICITY) RULES 2025

IN exercise of the powers conferred by subsection 77(1) of the Legal Profession Act 1976 [*Act 166*], the Bar Council, with the approval of the Attorney General, makes the following rules:

Citation and commencement

1. (1) These rules may be cited as the **Legal Profession (Publicity) Rules 2025**.

(2) These Rules come into operation on 1 January 2026.

Application

2. These Rules shall apply to every advocate and solicitor, foreign lawyer, Malaysian law firm, international partnership and qualified foreign law firm.

Interpretation

3. (1) In these Rules—

"publicise" means to make known to the public through any medium and includes—

(a) any form or medium whether in printed or electronic form;

(b) any exposure, whether paid for or not, in any public medium;

(c) any appearance including in seminars, conferences or forum; and

(d) any contact with a prospective client initiated by or on behalf of the person.

"overriding principles" means the overriding principles as provided under rule 4;

(2) For the purposes of these Rules, any references to "person" in these Rules is deemed as reference to—

(a) an advocate and solicitor;

(b) a foreign lawyer;

(c) a Malaysian law firm in which the advocate and solicitor is practising;

(d) an international partnership; and

(e) a qualified foreign law firm.

Overriding principles

4. Any person who publicises his or its practice shall not adversely affect the dignity and standing of the legal profession and shall adhere to the following overriding principles which includes:

(a) the person shall act with integrity;

(b) the person shall act in the best interest of each client; and

(c) the person shall act in a manner that would uphold the trust and confidence placed by a client and the public in the person and in the legal profession.

Misleading, deceptive, false, etc., publicity

5. (1) Any person shall not publicise his or its practice in a manner which would be or may reasonably be regarded as being misleading, deceptive, false, offensive, prohibited by law or adversely affect the dignity and standing of the legal profession or which brings or is calculated to bring legal profession into disrepute.

(2) For the purposes of subrule (1), a publicity is misleading, deceptive, false or adversely affect the dignity and standing of the legal profession, if the publicity—

(a) contains a material misrepresentation;

(b) omits a material fact;

(c) contains information that cannot be verified; or

(d) is likely to create an unjustified expectation about the results that can be achieved by the person.

Specialisation

6. (1) Any person may claim specialisation in his or its publicity but shall not claim to be an expert in any area of practice.

(2) Where a person under subrule (1) claims to specialisation in his or its publicity, the person shall ensure that such claim can be justified.

(3) For the purposes of subrule (2), the following factors shall be taken into account in justifying any claim to specialisation:

(a) the academic qualifications of the advocate and solicitor or foreign lawyer in a Malaysian law firm, an international partnership or a qualified foreign law firm, as the case may be;

(b) the experience of the advocate and solicitor or foreign lawyer in a Malaysian law firm, an international partnership or a qualified foreign law firm, as the case may be;

(c) the proportion of time spent by the person in the specialised field;

(d) the level of success achieved by the person in the specialised field; and

(e) such other matters as the Bar Council may determine and announce to be relevant, by way of its circular from time to time.

Comparison or criticism of other person and reference to cases resulting in breach of confidentiality

7. Any person shall not in any publicity—

(a) specify the fees charged by the person for his or its services;

(b) make any comparison or criticism in relation to the fees charged or the quality of the services provided by any other person; and

(c) make any direct or indirect reference to any case in which the person had acted for any party to the case and that the provision of the information in relation to the case will result in a breach of confidentiality owed to any client or former client.

Publicity outside Malaysia

8. (1) Any person may publicise his or its practice in any country outside Malaysia but the publicity shall not be conducted—

(a) in a manner that is contrary to the laws of that country;

(b) in a manner that will be likely to diminish the confidence of the public in that country with regard to the legal profession of Malaysia; or

(c) in a manner that will bring the legal profession of Malaysia into disrepute.

(2) Where the publicity referred to in subrule (1) is also widely circulated in Malaysia, the publicity shall be subject to these Rules.

Responsibility in relation to publicity

9. (1) Any person shall be responsible, in so far as it is or should be within his or its control, to ensure that any publicity relating to him or its practice is done

in accordance with these Rules, whether such publicity is done by the person, any employee of the person or any party acting on behalf of the person.

(2) In the event of any query or issue with regard to his or its publicity, it shall be the responsibility of the person to satisfy the Bar Council that his or its publicity complies with the overriding principles.

(3) Where any person becomes aware of any impropriety in any publicity relating to him or its practice, the person shall be responsible, in so far as it is or should be within his or its control, to use his or its best endeavours to rectify or withdraw the publicity, and the person shall at all time ensure that the Bar Council is informed in writing with regard to such matter.

(4) Where it appears to the Bar Council that any publicity relating to any person is contrary to these Rules, the Bar Council may, without prejudice to its other powers under the Act, after making due inquiry with regard to the publicity, order the person to alter, modify, withdraw, remove or discontinue the publicity.

Revocation

10. The Legal Profession (Publicity) Rules 2001 [*P.U. (A) 345/2001*] are revoked.

Made 6 November 2025
[BC/CEN/M/16 (BC/PA/L3/2025); PN(PU2)314/JLD.23]

DATO' HAJI MOHAMAD EZRI BIN HAJI ABDUL WAHAB
Chairman of the Bar Council

Approved 18 December 2025
[BC/CEN/M/16 (BC/PA/L3/2025); PN(PU2)314/JLD.23]

TAN SRI MOHD DUSUKI BIN MOKHTAR
Attorney General