

**From:** "Peter Boland" <peter@insurancereform.ie>  
**To:** <lsra-inbox@lsra.ie>,  
**cc:**  
**Date:** 20/05/2021  
**Subject:** Legal Services Advertisement

Dear Sir/Madam,

On behalf of the Alliance for Insurance Reform, I wish to express, in the strongest possible terms, our concerns regarding the online article linked below which we believe breaches the rules as set out in the Advertising Regulations 2020:

<https://www.odowd.ie/2021/05/17/hse-cyber-attack/>

The article, which is an advertisement under the advertising regulations, is in breach of those regulations in that it:

- expressly or impliedly solicits and encourages people to make claims for damages against the HSE with regard to the current ransomware attack and to seek legal services in connection with such claims
- Is likely to bring the legal profession into disrepute as the leading and unsubstantiated content and overall tone constitute "ambulance-chasing"

To quote the Minister for Health in this regard, *"I have seen some legal firms already advertising, potentially licking their lips at the thought of being able to sue the State." "I find it very distasteful – we have been attacked as a nation, our patients and the HSE have been attacked." "Certainly I find that when we are in the middle of trying to get urgent healthcare services back up and running for sick patients, I certainly find it very distasteful that any law firm would be putting stuff up on their websites to that end."*

REF: <https://www.irishtimes.com/news/health/donnely-criticises-law-firms-licking-their-lips-over-potential-cases-from-cyberattack-1.4570267?localLinksEnabled=false>

We request that the article be removed, that the solicitor give an undertaking in writing to the Authority that "he or she will forthwith desist from such contravention or alleged contravention and not repeat it in the future"; and for the LSRA to publish the decision, given the nature of the contravention and its importance from a public interest perspective, in order to give clarity to the public on the standards that they might expect from solicitors.

Kind regards,

Peter Boland

**ALLIANCE FOR INSURANCE REFORM**

TEL: 086 826 6036

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