Standard 2. Definitions

As used in these standards:

(a) Arbitrator and neutral arbitrator

(1) * * *

(2) Where the context includes events or acts occurring before an appointment is final, “arbitrator” and “neutral arbitrator” include a person who has been served with notice of a proposed nomination or appointment. For purposes of these standards, “proposed nomination” does not include nomination of persons by a court under Code of Civil Procedure section 1281.6 to be considered for possible selection as an arbitrator by the parties or appointment as an arbitrator by the court.

(b)–(n) * * *

(o) “Member of the arbitrator’s extended family” means the parents, grandparents, great-grandparents, children, grandchildren, great-grandchildren, siblings, uncles, aunts, nephews, and nieces of the arbitrator or the arbitrator’s spouse or domestic partner or the spouse or domestic partner of such person.

(p)–(s) * * *

Standard 2 amended effective July 1, 2014.

Standard 3. Application and effective date

(a) * * *

(b) These standards do not apply to:

(1) * * *

(2) Any arbitrator serving in:

(A)–(C) * * *

(D) An automobile warranty dispute resolution process certified under California Code of Regulations title 16, division 33.1 or an informal
dispute settlement procedure under Code of Federal Regulations title 16, chapter 1, part 703;

(E)–(F) ***

(G) An arbitration of a complaint filed against a contractor with the Contractors State License Board under Business and Professions Code sections 7085 through 7085.7; or

(H) An arbitration conducted under or arising out of public or private sector labor-relations laws, regulations, charter provisions, ordinances, statutes, or agreements; or

(I) An arbitration proceeding governed by rules adopted by a securities self-regulatory organization and approved by the United States Securities and Exchange Commission under federal law.

(e) The following persons are not subject to the standards or to specific amendments to the standards in certain arbitrations:

(1) Persons who are serving in arbitrations in which they were appointed to serve as arbitrators before July 1, 2002, are not subject to these standards in those arbitrations.

(2) Persons who are serving in arbitrations in which they were appointed to serve as arbitrators before January 1, 2003, are not subject to standard 8 in those arbitrations.

(3) Persons who are serving in arbitrations in which they were appointed to serve as arbitrators before July 1, 2014, are not subject to the amendments to standards 2, 7, 8, 12, 16, and 17 that took effect July 1, 2014 in those arbitrations.

Standard 3 amended effective July 1, 2014.

Comment to Standard 3

With the exception of standard 8 and the amendments to standards 2, 7, 8, 12, 16, and 17 that took effect July 1, 2014, these standards apply to all neutral arbitrators appointed on or after July 1, 2002, who meet the criteria of subdivision (a). Arbitration provider organizations, although not themselves subject to these standards, should be aware of them when performing administrative functions that involve arbitrators who are subject to these standards. A provider organization’s policies and actions should facilitate, not impede, compliance with the standards by arbitrators who are affiliated with the provider organization.
Subdivision (b)(2)(I) is intended to implement the decisions of the California Supreme Court in
*Jevne v. Superior Court* ((2005) 35 Cal.4th 935) and of the United States Court of Appeals for the
Ninth Circuit in *Credit Suisse First Boston Corp. v. Grunwald* ((9th Cir. 2005) 400 F.3d 1119).

**Standard 7. Disclosure**

(a) * **

(b) **General provisions**

For purposes of this standard:

(1) * **

(2) *Offers of employment or professional relationship*

(A) Except as provided in (B), if an arbitrator has disclosed to the parties in
an arbitration that he or she will entertain offers of employment or of
professional relationships from a party or lawyer for a party while the
arbitration is pending as required by subdivision (b) of standard 12, the
arbitrator is not also required under this standard to disclose to the
parties in that arbitration any such offer from a party or lawyer for a
party that he or she subsequently receives or accepts while that
arbitration is pending.

(B) In a consumer arbitration, if an arbitrator has disclosed to the parties
that he or she will entertain offers of employment or of professional
relationships from a party or lawyer for a party while the arbitration is
pending as required by subdivision (b) of standard 12 and has informed
the parties in the pending arbitration about any such offer and the
acceptance of any such offer as required by subdivision (d) of standard
12, the arbitrator is not also required under this standard to disclose that
offer or the acceptance of that offer to the parties in that arbitration.

(3) * **

(c) **Time and manner of disclosure**

(1) *Initial disclosure*

Within ten 10 calendar days of service of notice of the proposed nomination
or appointment, a proposed arbitrator must disclose to all parties in writing all
matters listed in subdivisions (d) and (e) of this standard of which the arbitrator is then aware.

(2) Supplemental disclosure

If an arbitrator subsequently becomes aware of a matter that must be disclosed under either subdivision (d) or (e) of this standard, the arbitrator must disclose that matter to the parties in writing within 10 calendar days after the arbitrator becomes aware of the matter.

(d) Required disclosures

A person who is nominated or appointed as an arbitrator must disclose all matters that could cause a person aware of the facts to reasonably entertain a doubt that the proposed arbitrator would be able to be impartial, including, but not limited to, all of the following:

(1) Family relationships with party

The arbitrator or a member of the arbitrator’s immediate or extended family is:

(A) A party;

(B) a party’s spouse or domestic partner, of a party; or

(C) An officer, director, or trustee of a party.

(2) Family relationships with lawyer in the arbitration

(A) Current relationships

The arbitrator, or the spouse, former spouse, domestic partner, child, sibling, or parent of the arbitrator or the arbitrator’s spouse or domestic partner is:

(A)(i) *

(B)(ii) *

(C)(iii) **
(B) Past relationships

The arbitrator or the arbitrator’s spouse or domestic partner was associated in the private practice of law with a lawyer in the arbitration within the preceding two years.

(3) ***

(4) Service as arbitrator for a party or lawyer for party

(A) The arbitrator is serving or, within the preceding five years, has served:

(i)–(ii) ***

(iii) As a neutral arbitrator in another prior or pending noncollective bargaining case in which he or she was selected by a person serving as a party-appointed arbitrator in the current arbitration.

(B)–(C) ***

(5) Compensated service as other dispute resolution neutral

The arbitrator is serving or has served as a dispute resolution neutral other than an arbitrator in another pending or prior noncollective bargaining case involving a party or lawyer for a party and the arbitrator received or expects to receive any form of compensation for serving in this capacity.

(A) Time frame

For purposes of this paragraph (5), “prior case” means any case in which the arbitrator concluded his or her service as a dispute resolution neutral within two years before the date of the arbitrator’s proposed nomination or appointment, but does not include any case in which the arbitrator concluded his or her service before January 1, 2002.

(B)–(C) ***

(6)–(7) ***

(8) Employee, expert witness, or consultant relationships

The arbitrator or a member of the arbitrator’s immediate family is or, within
the preceding two years, was an employee of or an expert witness or a
consultant for a party or for a lawyer in the arbitration.

(8)(9) ** Other professional relationships **

Any other professional relationship not already disclosed under paragraphs
(2)–(7)(8) that the arbitrator or a member of the arbitrator’s immediate family
has or has had with a party or lawyer for a party included in the following:

(A) The arbitrator was associated in the private practice of law with a
lawyer in the arbitration within the last two years.

(B) The arbitrator or a member of the arbitrator’s immediate family is or,
within the preceding two years, was an employee of or an expert
witness or a consultant for a party; and

(C) The arbitrator or a member of the arbitrator’s immediate family is or,
within the preceding two years, was an employee of or an expert
witness or a consultant for a lawyer in the arbitration.

(9)(10) **

(10)(11) **

(11)(12) **

(12)(13) **

(13)(14) ** Membership in organizations practicing discrimination **

The arbitrator’s membership in is a member of any organization that practices
invidious discrimination on the basis of race, sex, religion, national origin, or
sexual orientation. Membership in a religious organization, an official
military organization of the United States, or a nonprofit youth organization
need not be disclosed unless it would interfere with the arbitrator’s proper
conduct of the proceeding or would cause a person aware of the fact to
reasonably entertain a doubt concerning the arbitrator’s ability to act
impartially.

(14)(15) Any other matter that:

(A)–(C) **
(e) **Inability to conduct or timely complete proceedings** Other required disclosures

In addition to the matters that must be disclosed under subdivision (d), an a proposed arbitrator or arbitrator must also disclose:

(1) **Professional discipline**

(A) If the arbitrator has been disbarred or had his or her license to practice a profession or occupation revoked by a professional or occupational disciplinary agency or licensing board, whether in California or elsewhere. The disclosure must specify the date of the revocation, what professional or occupational disciplinary agency or licensing board revoked the license, and the reasons given by that professional or occupational disciplinary agency or licensing board for the revocation.

(B) If the arbitrator has resigned his or her membership in the State Bar or another professional or occupational licensing agency or board, whether in California or elsewhere, while public or private disciplinary charges were pending. The disclosure must specify the date of the resignation, what professional or occupational disciplinary agency or licensing board had charges pending against the arbitrator at the time of the resignation, and what those charges were.

(C) If within the preceding 10 years public discipline other than that covered under (A) has been imposed on the arbitrator by a professional or occupational disciplinary agency or licensing board, whether in California or elsewhere. “Public discipline” under this provision means any disciplinary action imposed on the arbitrator that the professional or occupational disciplinary agency or licensing board identifies in its publicly available records or in response to a request for information about the arbitrator from a member of the public. The disclosure must specify the date the discipline was imposed, what professional or occupational disciplinary agency or licensing board imposed the discipline, and the reasons given by that professional or occupational disciplinary agency or licensing board for the discipline.

(2) **Inability to conduct or timely complete proceedings**

(A) If the arbitrator is not able to properly perceive the evidence or properly conduct the proceedings because of a permanent or temporary physical impairment; and
Any constraints on his or her availability known to the arbitrator that
will interfere with his or her ability to commence or complete the
arbitration in a timely manner.

(f) **

Standard 7 amended effective July 1, 2014.

Comment to Standard 7

This standard requires proposed arbitrators to disclose to all parties, in writing within 10 days of
service of notice of their proposed nomination or appointment, all matters they are aware of at
that time that could cause a person aware of the facts to reasonably entertain a doubt that the
proposed arbitrator would be able to be impartial as well as those matters listed under subdivision
(e), and to disclose any additional such matters, they must make supplemental disclosures of these matters within 10
days of becoming aware of them. This latter requirement is intended to address both matters
existing at the time of nomination or appointment of which the arbitrator subsequently becomes
aware and new matters that arise based on developments during the arbitration, such as the hiring
of new counsel by a party.

Timely disclosure to the parties is the primary means of ensuring the impartiality of an arbitrator.
It provides the parties with the necessary information to make an informed selection of an
arbitrator by disqualifying or ratifying the proposed arbitrator following disclosure. See also
standard 12, concerning disclosure and disqualification requirements relating to concurrent and
subsequent employment or professional relationships between an arbitrator and a party or
attorney in the arbitration. A party may disqualify an arbitrator for failure to comply with
statutory disclosure obligations (see Code Civ. Proc., § 1281.91(a)). Failure to disclose, within
the time required for disclosure, a ground for disqualification of which the arbitrator was then
aware is a ground for vacatur of the arbitrator’s award (see Code Civ. Proc., § 1286.2(a)(6)(A)).

The arbitrator’s overarching duty under subdivision (d) of this standard, which mirrors the duty
set forth in Code of Civil Procedure section 1281.9, is to inform parties about matters that could
cause a person aware of the facts to reasonably entertain a doubt that the proposed arbitrator
would be able to be impartial. While the remaining subparagraphs of subdivision (d) require the
disclosure of specific interests, relationships, or affiliations, these are only examples of common
matters that could cause a person aware of the facts to reasonably entertain a doubt that the
arbitrator would be able to be impartial. The absence of the particular fact that none of the
interests, relationships, or affiliations specifically listed in the subparagraphs of (d) are present in
a particular case does not necessarily mean that there is no matter that could reasonably raise a
question about the arbitrator’s ability to be impartial and that therefore must be disclosed.
Similarly, the fact that a particular interest, relationship, or affiliation present in a case is not
specifically enumerated in one of the examples given in these subparagraphs does not mean that it
must not be disclosed. An arbitrator must make determinations concerning disclosure on a case-by-case basis, applying the general criteria for disclosure under paragraph subdivision (d): is the matter something that could cause a person aware of the facts to reasonably entertain a doubt that the arbitrator would be able to be impartial?

Code of Civil Procedure section 1281.85 specifically requires that the ethics standards adopted by the Judicial Council address the disclosure of interests, relationships, or affiliations that may constitute conflicts of interest, including prior service as an arbitrator or other dispute resolution neutral entity. Section 1281.85 further provides that the standards “shall be consistent with the standards established for arbitrators in the judicial arbitration program and may expand but may not limit the disclosure and disqualification requirements established by this chapter [chapter 2 of title 9 of part III, Code of Civil Procedure, sections 1281–1281.95].”

Code of Civil Procedure section 1281.9 already establishes detailed requirements concerning disclosures by arbitrators, including a specific requirement that arbitrators disclose the existence of any ground specified in Code of Civil Procedure section 170.1 for disqualification of a judge. This standard does not eliminate or otherwise limit those requirements; in large part, it simply consolidates and integrates those existing statutory disclosure requirements by topic area. This standard does, however, expand upon or clarify the existing statutory disclosure requirements in the following ways:

- Requiring arbitrators to disclose supplemental disclosures to the parties regarding any matter about which they become aware after the time for making an initial disclosure has expired, within 10 calendar days after the arbitrator becomes aware of the matter (subdivision (f)(c)).
- Expanding required disclosures about the relationships or affiliations of an arbitrator’s family members to include those of an arbitrator’s domestic partner (subdivisions (d)(1) and (2); see also definitions of immediate and extended family in standard 2).
- Requiring arbitrators, in addition to making statutorily required disclosures regarding prior service as an arbitrator for a party or attorney for a party, to disclose both prior services both as a neutral arbitrator selected by a party arbitrator in the current arbitration and prior compensated service as any other type of dispute resolution neutral for a party or attorney in the arbitration (e.g., temporary judge, mediator, or referee) (subdivisions (d)(4)(C)(A)(ii) and (5)).
- If a disclosure includes information about five or more cases, requiring arbitrators to provide a summary of that information (subdivisions (d)(4)(C) and (5)(C)).
- Requiring the arbitrator to disclose if he or she or a member of his or her immediate family is or, within the preceding two years, was an employee, expert witness, or consultant for a party or a lawyer in the arbitration (subdivisions (d)(8) (A) and (B)).
- Requiring the arbitrator to disclose if he or she or a member of his or her immediate family has an interest that could be substantially affected by the outcome of the arbitration (subdivision (d)(14)(12)).
If a disclosure includes information about five or more cases, requiring arbitrators to provide a summary of that information (subdivisions (d)(4) and (5)).

- Requiring arbitrators to disclose membership in organizations that practice invidious discrimination on the basis of race, sex, religion, national origin, or sexual orientation (subdivision (d)(13)(14)).

- Requiring the arbitrator to disclose if he or she was disbarred or had his or her license to practice a profession or occupation revoked by a professional or occupational disciplinary agency or licensing board, resigned membership in the State Bar or another licensing agency or board while disciplinary charges were pending, or had any other public discipline imposed on him or her by a professional or occupational disciplinary agency or licensing board within the preceding 10 years (subdivision (e)(1)). The standard identifies the information that must be included in such a disclosure; however, arbitrators may want to provide additional information to assist parties in determining whether to disqualify an arbitrator based on such a disclosure.

- Requiring the arbitrator to disclose any constraints on his or her availability known to the arbitrator that will interfere with his or her ability to commence or complete the arbitration in a timely manner (subdivision (d)(e)(2)).

- Clarifying that the duty to make disclosures is a continuing obligation, requiring disclosure of matters that were not known at the time of nomination or appointment but that become known afterward (subdivision (e)(f)).

It is good practice for an arbitrator to ask each participant to make an effort to disclose any matters that may affect the arbitrator’s ability to be impartial.

Standard 8. Additional disclosures in consumer arbitrations administered by a provider organization

(a) General provisions

(1) Reliance on information provided by provider organization

Except as to the information in (c)(1), an arbitrator may rely on information supplied by the administering provider organization in making the disclosures required by this standard only if the provider organization represents that the information the arbitrator is relying on is current through the end of the immediately preceding calendar quarter. If the information that must be disclosed is available on the Internet, the arbitrator may comply with the obligation to disclose this information by providing in the disclosure statement required under standard 7(c)(1) the Internet address of the specific web page at which the information is located and notifying the party that the arbitrator will supply hard copies of this information upon request.
(b) Additional disclosures required

In addition to the disclosures required under standard 7, in a consumer arbitration as defined in standard 2 in which a dispute resolution provider organization is coordinating, administering, or providing the arbitration services, a person proposed arbitrator who is nominated or appointed as an arbitrator on or after January 1, 2003 must disclose the following within the time and in the same manner as the disclosures required under standard 7(c)(1):

(1) Relationships between the provider organization and party or lawyer in arbitration

Any significant past, present, or currently expected financial or professional relationship or affiliation between the administering dispute resolution provider organization and a party or lawyer in the arbitration. Information that must be disclosed under this standard includes:

(A) The provider organization has a financial interest in a party.

(B) A party, a lawyer in the arbitration, or a law firm with which a lawyer in the arbitration is currently associated is a member of or has a financial interest in the provider organization.

(C) Within the preceding two years the provider organization has received a gift, bequest, or favor from a party, a lawyer in the arbitration, or a law firm with which a lawyer in the arbitration is currently associated.

(D) The provider organization has entered into, or the arbitrator currently expects that the provider organization will enter into, an agreement or relationship with any party or lawyer in the arbitration or a law firm with which a lawyer in the arbitration is currently associated under which the provider organization will administer, coordinate, or provide dispute resolution services in other noncollective bargaining matters or will provide other consulting services for that party, lawyer, or law firm.

(E) The provider organization is coordinating, administering, or providing dispute resolution services or has coordinated, administered, or provided such services in another pending or prior noncollective bargaining case in which a party or lawyer in the arbitration was a party.
or a lawyer. For purposes of this paragraph, “prior case” means a case in which the dispute resolution neutral affiliated with the provider organization concluded his or her service within the two years before the date of the arbitrator’s proposed nomination or appointment, but does not include any case in which the dispute resolution neutral concluded his or her service before July 1, 2002.

(2) Case information

If the provider organization is acting or has acted in any of the capacities described in paragraph (1)(D)(E), the arbitrator must disclose:

(A)–(C) ***

(3) Summary of case information

If the total number of cases disclosed under paragraph (1)(D)(E) is greater than five, the arbitrator must also provide a summary of these cases that states:

(A)–(D) ***

(c) Relationship between provider organization and arbitrator

If a relationship or affiliation is disclosed under paragraph subdivision (b), the arbitrator must also provide information about the following:

(1)–(4) ***

(d) *

Standard 8 amended effective July 1, 2014.

Comment to Standard 8

This standard only applies in consumer arbitrations in which a dispute resolution provider organization is administering the arbitration. Like standard 7, this standard expands upon the existing statutory disclosure requirements. Code of Civil Procedure section 1281.95 requires arbitrators in certain construction defect arbitrations to make disclosures concerning relationships between their employers or arbitration services and the parties in the arbitration. This standard requires arbitrators in all consumer arbitrations to disclose any financial or professional relationship between the administering provider organization and any party, attorney, or law firm in the arbitration and, if any such relationship exists, then the arbitrator must also disclose his or
her relationship with the dispute resolution provider organization. This standard does not require
an arbitrator to disclose if the provider organization has a financial interest in a party or lawyer in
the arbitration or if a party or lawyer in the arbitration has a financial interest in the provider
organization because even though provider organizations are prohibited under Code of Civil
Procedure section 1281.92 from administering any consumer arbitration where any such
relationship exists.

Subdivision (b). Currently expected relationships or affiliations that must be disclosed include all
relationships or affiliations that the arbitrator, at the time the disclosure is made, expects will be
formed. For example, if the arbitrator knows that the administering provider organization has
agreed in concept to enter into a business relationship with a party, but they have not yet signed a
written agreement formalizing that relationship, this would be a “currently expected” relationship
that the arbitrator would be required to disclose.

Standard 12. Duties and limitations regarding future professional relationships or
employment

(a) * * *

(b) Offers for other employment or professional relationships other than as a
lawyer, expert witness, or consultant

(1) In addition to the disclosures required by standards 7 and 8, within ten
calendar days of service of notice of the proposed nomination or
appointment, a proposed arbitrator must disclose to all parties in writing if,
while that arbitration is pending, he or she will entertain offers of
employment or new professional relationships in any capacity other than as a
lawyer, expert witness, or consultant from a party or a lawyer for a party,
including offers to serve as a dispute resolution neutral in another case.

(2) If the arbitrator discloses that he or she will entertain such offers of
employment or new professional relationships while the arbitration is
pending:

(A) In consumer arbitrations, the disclosure must also state that the
arbiter will inform the parties as required under (d) if he or she
subsequently receives an offer while that arbitration is pending.

(B) In all other arbitrations, the disclosure must also state that the arbitrator
will not inform the parties if he or she subsequently receives an offer
while that arbitration is pending.
A party may disqualify the arbitrator based on this disclosure by serving a notice of disqualification in the manner and within the time specified in Code of Civil Procedure section 1281.91(b).

(c) Acceptance of offers under (b) prohibited unless intent disclosed

If an arbitrator fails to make the disclosure required by subdivision (b) of this standard, from the time of appointment until the conclusion of the arbitration the arbitrator must not entertain or accept any such offers of employment or new professional relationships, including offers to serve as a dispute resolution neutral.

(d) Required notice of offers under (b)

If, in the disclosure made under subdivision (b), the arbitrator states that he or she will entertain offers of employment or new professional relationships covered by (b), the arbitrator may entertain such offers. However, in consumer arbitrations, from the time of appointment until the conclusion of the arbitration, the arbitrator must inform all parties to the current arbitration of any such offer and whether it was accepted as provided in this subdivision.

(1) The arbitrator in a consumer arbitration must notify the parties in writing of any such offer within five days of receiving the offer and, if the arbitrator accepts the offer, must notify the parties in writing within five days of that acceptance. The arbitrator’s notice must identify the party or attorney who made the offer and provide a general description of the employment or new professional relationship that was offered including, if the offer is to serve as a dispute resolution neutral, whether the offer is to serve in a single case or multiple cases.

(2) If the arbitrator fails to inform the parties of an offer or an acceptance as required under (1), that constitutes a failure to comply with the arbitrator’s obligation to make a disclosure required under these ethics standards.

(3) If an arbitrator has informed the parties in a pending arbitration about an offer as required under (1):

(A) Receiving or accepting that offer does not, by itself, constitute corruption in or misconduct by the arbitrator;

(B) The arbitrator is not also required to disclose that offer or its acceptance under standard 7; and
The arbitrator is not subject to disqualification under standard 10(a)(2),(3), or (5) solely on the basis of that offer or the arbitrator’s acceptance of that offer.

(4) An arbitrator is not required to inform the parties in a pending arbitration about an offer under this subdivision if:

(A) He or she reasonably believes that the pending arbitration is not a consumer arbitration based on reasonable reliance on a consumer party’s representation that the arbitration is not a consumer arbitration;

(B) The offer is to serve as an arbitrator in an arbitration conducted under or arising out of public or private sector labor-relations laws, regulations, charter provisions, ordinances, statutes, or agreements; or

(C) The offer is for uncompensated service as a dispute resolution neutral.

(d)(e) * * *

Standard 12 amended effective July 1, 2014.

Comment to Standard 12

Subdivision (d)(1). A party may disqualify an arbitrator for failure to make required disclosures, including disclosures required by these ethics standards (see Code Civ. Proc., § 1281.91(a) and standard 10(a)). Failure to disclose, within the time required for disclosure, a ground for disqualification of which the arbitrator was then aware is also a ground for vacatur of the arbitrator’s award (see Code Civ. Proc., § 1286.2(a)(6)(A)).

Subdivision (d)(4)(B). The arbitrations identified under this provision are only those in which, under Code of Civil Procedure section 1281.85(b) and standard 3(b)(2)(H), the ethics standards do not apply to the arbitrator.

Standard 16. Compensation

(a) * * *

(b) Before accepting appointment, an arbitrator, a dispute resolution provider organization, or another person or entity acting on the arbitrator’s behalf must inform all parties in writing of the terms and conditions of the arbitrator’s compensation. This information must include any basis to be used in determining fees; and any special fees for cancellation, research and preparation time, or other purposes; any requirements regarding advance deposit of fees; and any practice
concerning situations in which a party fails to timely pay the arbitrator’s fees, including whether the arbitrator will or may stop the arbitration proceedings.

*Standard 16 amended effective July 1, 2014.*

**Comment to Standard 16**

This standard is not intended to affect any authority a court may have to make orders with respect to the enforcement of arbitration agreements or arbitrator fees. It is also not intended to require any arbitrator or arbitration provider organization to establish a particular requirement or practice concerning fees or deposits, but only to inform the parties if such a requirement or practice has been established.

**Standard 17. Marketing**

(a) An arbitrator must be truthful and accurate in marketing his or her services. An arbitrator may advertise a general willingness to serve as an arbitrator and convey biographical information and commercial terms of employment and but must not make any representation that directly or indirectly implies favoritism or a specific outcome. An arbitrator must ensure that his or her personal marketing activities and any activities carried out on his or her behalf, including any activities of a provider organization with which the arbitrator is affiliated, comply with this requirement.

(b) ***

(c) An arbitrator must not solicit appointment as an arbitrator in a specific case or specific cases.

(d) As used in this standard, “solicit” means to communicate in person, by telephone, or through real-time electronic contact to any prospective participant in the arbitration concerning the availability for professional employment of the arbitrator in which a significant motive is pecuniary gain. The term solicit does not include: (1) responding to a request from all parties in a case to submit a proposal to provide arbitration services in that case; or (2) responding to inquiries concerning the arbitrator’s availability, qualifications, experience, or fee arrangements.

*Standard 17 amended effective July 1, 2014.*

**Comment to Standard 17**

Subdivision (b) and (c). Arbitrators should keep in mind that, in addition to these restrictions on solicitation, several other standards contain related disclosure requirements. For example, under standard 7(d)(4)-(6), arbitrators must disclose information about their past, current, and
prospective service as an arbitrator or other dispute resolution for a party or attorney in the arbitration. Under standard 8(b)(1)(C) and (D), in consumer arbitrations administered by a provider organization, arbitrators must disclose if the provider organization has coordinated, administered, or provided dispute resolution services, is coordinating, administering, or providing such services, or has an agreement to coordinate, administer, or provide such services for a party or attorney in the arbitration. And under standard 12 arbitrators must disclose if, while an arbitration is pending, they will entertain offers from a party or attorney in the arbitration to serve as a dispute resolution neutral in another case.

These provisions are not intended to prohibit an arbitrator from accepting another arbitration from a party or attorney in the arbitration while the first matter is pending, as long as the arbitrator complies with the provisions of standard 12 and there was no express solicitation of this business by the arbitrator.