**Section 1230.80 Impermissible Advertising**

a) An examiner shall not advertise in any manner with a view of deceiving the public, or in any way that will tend to deceive or defraud the public.

b) An examiner shall not publish, directly or indirectly, or circulate any fraudulent, false or misleading statements as to the skill or method of practice of any person or examiner.

c) An examiner shall not claim superiority over other detection of deception examiners as to his or her skill or method of practice.

d) An examiner shall not identify any subject by any means in any advertisements.

e) An examiner shall not give public demonstrations of detection of deception for the purpose of securing patronage.

f) An examiner shall not advertise free examinations as an inducement to secure patronage.

g) An examiner shall not employ "cappers" or "steerers" to obtain patronage.

h) An examiner shall not divide fees or agree to split or divide the fees received for detection of deception services with any person for bringing or referring a client.

(Source: Amended at 29 Ill. Reg. 16416, effective October 13, 2005)