The regulatory actions of the Office will be limited to those that advance the Regulatory Objective: To ensure consumers have access to a well-developed, high-quality, innovative, affordable, and competitive market for legal services.

Ensuring consumer access as described in the Regulatory Objective is the primary criteria around which Innovation Office decision making takes place. In striving to answer the question of whether a given action furthers the Regulatory Objective, the Office balances the incremental costs of improved information and the benefits of efficient action.

As dictated by the Regulatory Objective and Regulatory Principles, the Office bases its decisions on empirical evidence whenever possible, using data and numbers to identify and understand the potential harm that consumers currently experience and are likely to be exposed to with new services.

Every risk of harm to consumers cannot currently be quantified. Assessments of risk are inherently imprecise, as knowledge of all the relevant variables is incomplete and any given outcome depends on multiple and complex considerations. The reliance on empirical evidence should not imply a false precision. Judgement must be used where relevant and reliable data are absent.
Decision Process Objective:

Ensuring that any decisions made by the Office are unbiased and based on a proper and objective consideration of all facts, the Regulatory Objective, and the Regulatory Principles.

Decision Process Principles:

Equality of Access:  All parties have the same opportunity to access decision makers.

Coherent:  Decisions and the reasons therefore are reasonably and clearly explained.

Transparent:  All parties know what information and arguments the Office is considering in rendering a decision.

Efficient:  Decisions will be made in a timely manner.

Standard for sufficiency of data

The data considered alongside all associated information (about company, ownership, management, target population) must be of sufficient quality to inspire confidence in the regulatory action (authorization, licensing, enforcement).

Operational Decision Criteria:

For each identified risk of harm:

1. Consumer achieves an inaccurate or inappropriate legal result.
2. Consumer fails to exercise legal rights through ignorance or bad advice.
3. Consumer purchases an unnecessary or inappropriate legal service.

An applicant must show that:

The likelihood that the average person will experience a harm using the applicant’s service is not greater

than the likelihood that the average person who might use their service will experience harm without the service.