



CANADA ANTI-SPAM LEGISLATION (CASL)

How to prepare

1. Review your processes

- Who are you sending messages to?
- What is the content of these messages?
- Do you have proper consent?
- How are you going to prove you have consent?
- How are you going to manage requests to unsubscribe?
- Are your staff properly trained?



2. What you can do now:

- Get consent for your current mailing lists if you're not certain they're covered
- Start keeping records of consents

3. What you can as of July 1:

- Start including prescribed information in your CEMs unless an exemption applies
- Stop sending electronic messages as your first point of contact
- Stop sending CEMs without consent

Next Steps

- Industry Canada / CRTC sessions in February & March
 - First session is Feb 5 in Toronto. You can register at caslsessionslcap@crtc.gc.ca
 - Exploring possibility of targeted sessions for RCC / CCC members

Contact

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