

**CANADA’S ANTI-SPAM LEGISLATION**

**What You Need to Know about CASL**

Created in 2014, CASL applies to all messages sent online viz; e-messages including emails, texts, and messages sent via social media, for individuals and businesses alike.

The legislation came into effect to protect Canadians against online threats, such as phishing, malware, computer viruses, spam, and so on!

If businesses are sending out a CEM, they need to have consent from the recipients beforehand.

As per CASL, CEM is any message that encourages participation in a commercial activity. This includes advertisements and information about promotions, offers, business opportunities, events, etc.

**How we are doing it!**

* In all our communication, L2B Media gives an opt-in box to make sure the person wants to receive CEMs.
* L2B Media explicitly defines the purpose of obtaining consent to each recipient.
* L2B Media gives all the necessary details of the individual/company wanting to get consent.
* In each CEM, L2B Media gives contact information and all necessary details to get in touch.
* In each CEM, L2B Media gives the recipients an option to unsubscribe. If they do so, they will be unsubscribed with immediate effect and no further communication will be made.

**The Questions You Should Ask**

* Are you sending CEM in Canada?
* If yes, which channels are you using to do so?
* Do you have a strategic plan in place to receive consent?
* Do you know where and how CASL is impacting your business?
* Are you keeping track of the entire process?

**A Big No!**

In case of non-compliance, there will be a hefty penalty of up to $10 million. The legislation applies to all countries sending CEMs to individuals or businesses in Canada.

Using emails without permission is strictly forbidden. The CASL also prohibits installing software as well as software updates for already installed software on any device without prior consent.

Thanks to CASL, now there’s no room for manipulative marketing and messages you didn’t give consent to receive.