



Canada's Anti-Spam Law (CASL)

Effective, July 1, 2014, the Canadian Radio-television and Telecommunications Commission (CRTC) has introduced its new CASL legislation to decrease spam and related electronic threats.

All individuals, businesses and organizations must comply with the requirements of this legislation before sending any commercial electronic messages (CEMs) to recipients.

The content of an email to be compliant under CASL must provide certain information in the commercial email. This includes

1. The name by which the person sending the message carries on business and if the message is sent on behalf of another person, the name that person uses to carry on business. It must be clearly identified who is sending the message and on whose behalf the message is sent.

2. The mailing address and either:

- Telephone number,
- Email address, or
- Web address

of the sender of the message or, if there is one, the beneficial sender

3. Unsubscribe information.