



## DID YOU KNOW..?

### CANADA'S ANTI-SPAM LEGISLATION MAY APPLY TO YOU

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As of July 1, 2014, Canada's Anti-Spam Legislation (CASL) is in effect. If you use electronic messages, such as email or texting, to promote your organization, products or services, CASL applies to you.

One of the main features of the legislation is the requirement that you obtain consent (subject to a few very limited exceptions) before sending "commercial electronic messages".

You should review the [Government of Canada's Website](#) where you will find more information about what constitutes a "commercial electronic message" as well as other details that will assist you in complying with the law.

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If you have any questions or comments, please feel free to contact us at <mailto:caslpo@caslpo.com> or phone us at 416-975-5347 or 1-800-993-9459.