

Canadian Anti-Spam Legislation

DOES CASL APPLY?

An Infographic By Couch & Associates Inc.

Canada's new anti-spam law (CASL) is set to come into force on July 1, 2014. The purpose of the legislation is to minimize receipt of unsolicited electronic messages whether in the form of e-mail, text messages, social media or other means of electronic communication, that are sent for commercial reasons. Organizations found to be in violation could face hefty fines.

DO YOU USE ELECTRONIC MESSAGES TO PROMOTE YOUR BUSINESS?

(EMAIL, SMS, INSTANT MESSAGES & OTHER)



YES

NO

VISIT FIGHTSPAM.CA TO SEE IF OTHER ASPECTS OF THE LEGISLATION AFFECT YOU.

IS THE ELECTRONIC MESSAGE BEING RECEIVED IN CANADA?

YES

NO

?

CASL APPLIES

SEE THE ANTI-SPAM RULES WHERE YOU DO BUSINESS

IT'S YOUR RESPONSIBILITY TO FIND OUT

VISIT CASL.COUCH.ASSOCIATES.COM FOR A COMPREHENSIVE CASL GUIDE FOR MARKETERS

- ASK THEM
- EMAIL ENDS IN ".CA"
- DATA CLEANSE
- CANADIAN PHONE NUMBERS