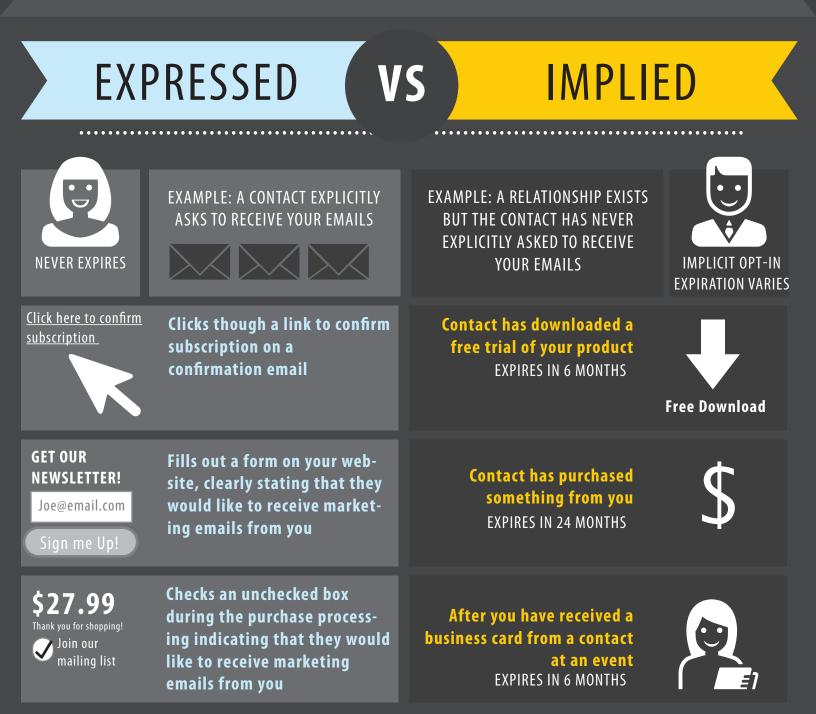
—Canadian Anti-Spam Legislation — **EXPRESSED & IMPLIED CONSENT**

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 telecommunication, that are sent for commercial reasons. Organizations found to be in violation could face hefty fines.



Remember implied consent expires. Get Expressed Consent from your contacts before July 1, 2014 and continue sending them your marketing communications.

Visit <u>casl.couch.associates.com</u> for a comprehensive CASL guide for marketers