

# 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.

### EXPRESSED

### VS

### IMPLIED



NEVER EXPIRES

EXAMPLE: A CONTACT EXPLICITLY ASKS TO RECEIVE YOUR EMAILS



EXAMPLE: A RELATIONSHIP EXISTS BUT THE CONTACT HAS NEVER EXPLICITLY ASKED TO RECEIVE YOUR EMAILS



IMPLICIT OPT-IN EXPIRATION VARIES

[Click here to confirm subscription](#)



Clicks though a link to confirm subscription on a confirmation email

Contact has downloaded a free trial of your product  
EXPIRES IN 6 MONTHS



Free Download

GET OUR NEWSLETTER!

Joe@email.com

Sign me Up!

Fills out a form on your website, clearly stating that they would like to receive marketing emails from you

Contact has purchased something from you  
EXPIRES IN 24 MONTHS



\$27.99

Thank you for shopping!

Join our mailing list

Checks an unchecked box during the purchase processing indicating that they would like to receive marketing emails from you

After you have received a business card from a contact at an event  
EXPIRES IN 6 MONTHS



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

Visit [casl.couch.associates.com](http://casl.couch.associates.com)  
for a comprehensive CASL guide for marketers