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Leading Through Service

# CANADA'S ANTI-SPAM LAW (CASL):

**WHAT YOUR ORGANIZATION  
NEEDS TO KNOW.**

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Presenter  
Ruth R. Roberts  
Past District Governor  
GMT, District A12 Lions





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- Canada's Anti-Spam Legislation (CASL)
- July 1, 2014
- CASL regulates messaging
- Types, circumstances, who
- – ***Including Nonprofits!***



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# Session Objectives

**At the end of this session, participants will be able to:**

- ✓ Understand main compliance
- ✓ Know how CASL applies
- ✓ What types of CEMs
- ✓ Recognize what you can send
- ✓ How to meet CASL requirements.



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- “Toughest of its kind”
- For-profit / Nonprofit organizations
- Some exemptions
- 3 Year grace ended.





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## Main Compliance Requirements under CASL

1. Consent of the recipient
  - Express
  - Implied
2. Disclosure in every email of the identity
3. Unsubscribe mechanism.



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### 3. Option to Unsubscribe (*Example*)

This email was sent to [idk@my\\_email.ca](mailto:idk@my_email.ca)  
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Canadian Lions Global Action Team - Eastern Canada · 571 David Street ·  
Gravenhurst, On P1P 1M1 · Canada



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## **Marketing Service Providers**







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## Main Compliance Requirements

Essentially, it's to stop:

- × *spam,*
- × *malware,*
- × *spyware,*
- × *phishing, or*
- × *fraudulent information to the Canadian public through Commercial Electronic Messages (CEMs).*

**This applies to:**

- ✓ **emails,**
- ✓ **text messages,**
- ✓ **social media.**

It does not include:

- × Phone calls or
- × Faxes



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## CEM's we can send

- Fundraising Messages
- Day-to-Day Communications
- Organizational Inquiries.





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## How CASL Applies to your Organization

- Any charity / nonprofit
- CEM's for 'commercial' gain
- Promotion for a product or a service.



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## Example

- Asking for volunteers to help
- CASL does not apply.



***YOU can Make a  
Difference!***



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## Example

- Asking for donation and selling something
- CASL applies.



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## Example

- Asking for volunteers
- Asking for donations
- No commercial purpose.



***YOU can Make a  
Difference!***



***Donate today at  
\_\_\_\_.com***



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## 6 CASL Best Practices

1. Always get express consent
2. Make it easy to unsubscribe
3. Segment & Customize your mailing lists
4. Honour preferences and frequency
5. Use personal email
6. Continually educate.





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# Review Session Objectives

- ✓ Understand main compliance
- ✓ Know how CASL applies
- ✓ What types of CEMs
- ✓ Recognize what you can send
- ✓ How to meet CASL requirements.





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## Potential future webinar

### Option to Unsubscribe

The Lions of Canada / Lions Du Canada will consider a sequel to this Presentation, with more information on “How To” add “Unsubscribe” options to your emails.



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# CANADA'S ANTI-SPAM LAW (CASL):

Thank you to Sam Lego, guest author of Imagine Canada website, IPDG Jamie Jones and 3VP Patti Hill.

<https://imaginecanada.ca/en/360/canadas-anti-spam-law-casl-what-your-organization-needs-know>

Information contained in this presentation was taken from Imagine Canada website, in an article authored by Sam Lego dated Sep. 18, 2020. [info@imaginecanada.ca](mailto:info@imaginecanada.ca)



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# CANADA'S ANTI-SPAM LAW (CASL):

More Questions?

Refer [guidelines provided by the CRTC](#) at

[crtc.gc.ca](http://crtc.gc.ca)

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**Thank you**