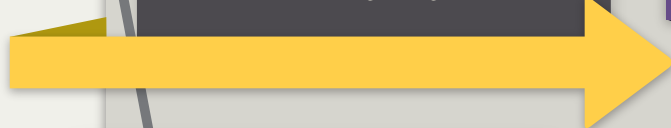


4 TIPS *for* Contacting Your Clients ELECTRONICALLY



DON'T BE MISTAKEN FOR A SPAMMER. MAINTAIN THE TRUST AND CONFIDENCE OF YOUR CUSTOMERS OR CLIENTS BY FOLLOWING THESE TIPS:



2 PROVIDE AN OPPORTUNITY FOR CUSTOMERS AND CLIENTS TO SAY NO



4 BE TRUTHFUL IN ADVERTISING



1 DON'T SEND A MESSAGE WITHOUT THEIR CONSENT



3 CLEARLY IDENTIFY YOURSELF AND YOUR ORGANIZATION



For more information, go to

fightspam.gc.ca

This resource, which is intended to provide a plain language explanation of some of the requirements under the Act, is not to be considered as legal advice, an interpretation of any legislation or regulations, or as a settlement or commitment on behalf of the Enforcement Agencies for Canada's Anti-Spam Law.