

3 Things to Think About WHEN SENDING MESSAGES

1 THINK ABOUT WHO YOU ARE SENDING MESSAGES TO



DID THEY GIVE CONSENT? DO YOU HAVE A RECORD OF THIS CONSENT?

- Did they say 'yes, please contact me'?
- Did they publish contact info online or did they give you a business card? (Look closely for any 'don't contact' instructions).
- This means no automated address generation or collecting!

DO YOU HAVE AN EXISTING BUSINESS OR NON-BUSINESS RELATIONSHIP?

- Customers, clients, associates, donors, supporters, volunteers or members from the past two years.



2 THINK ABOUT THE TYPE OF

MESSAGES YOU'RE SENDING

- Is it sent to an **electronic address**?
 - E.g., email, SMS, instant messaging or similar platforms.
- Is it **commercial or promotional**?
 - Commercial or promotional information including marketing, sales, offers, solicitations or similar activities.
- Ensure that **no part of the message is false or misleading**.



3 THINK ABOUT WHAT

YOU MUST INCLUDE

- **Identify** your name and business, the name of anyone else on whose behalf you are sending the message, and a current mailing address. Also include a phone number, email address, or web address. Ensure they are accurate and valid for a minimum of 60 days after sending the message.
- **Include** details on how to **unsubscribe**
 - In each message
 - Action every unsubscribe request within 10 days or less and at no cost to the recipient.

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.