

H&S and the CASL

THE NEW CASL APPLIES TO CEMS:

Commercial Electronic Messages (CEMs) include:

- e-mails
- SMS text messages
- instant messages
- messages sent through social networks.

Need more information?

www.crtc.gc.ca/antispam

fightspam.gc.ca

Contact OFHSA

905-308-9563
info@ofhsa.on.ca
www.ofhsa.on.ca

What is CASL?

CASL is Canada's Anti-Spam Legislation. The first phase came into effect on July 1, 2014.

Does CASL apply to H&S Associations and Councils?

CASL applies to everyone (individuals, incorporated and unincorporated businesses, not-for-profit organizations, etc.) who sends electronic messages for commercial purposes.

If any of your electronic messaging can be considered commercial the answer is yes. A CEM is a message that encourages participation in a commercial activity. This includes advertisements and information about promotions, offer, events, etc.

What does CASL require?

CASL requires that a sender's contact information be included in all CEMs as well as an easily accessible unsubscribe mechanism that is valid for at least 60 days, takes effect without delay, and can be readily performed. Consent is also required, and you must be able to prove you have that consent.

What should H&S Associations and Councils do?

1. Make sure that all CEMs from your H&S Association or H&S Council contain the name of the sender and who the CEM is being sent on behalf of Include contact information (mailing address, phone number, e-mail address)
2. Provide a mechanism for recipients to easily unsubscribe to your mailings.
3. Obtain consent from members and other community members to include them in your CEMs. Include a consent statement on membership application forms or develop a form to collect e-mail addresses and consents.

