



## Canadian Anti-Spam Law

Effective May 2018

### **What is CASL?**

The Canadian Anti-Spam Law (CASL) is a new anti-spam law that requires an organization to obtain consent before contacting an individual in Canada by email or text. It applies to any company or organization that sends electronic messages (i.e., email, texts) in connection with a "commercial activity" to any computer, smartphone or tablet in Canada. Its key feature requires Canadian and global organizations that send commercial electronic messages (CEMs) within, from or to Canada to receive consent from recipients before sending messages.

### **How will CASL affect me?**

If you live in Canada or have a Canadian email or mailing address, your communications may be impacted. For some things, your membership in our organization gives us implied consent to email you for a limited time. If you reside in Canada and do not provide express consent, we cannot contact you by email after your membership lapses. The surest way to guarantee uninterrupted communications about our association's benefits and services is to grant express consent. You can unsubscribe at any time.

### **What about residents of other countries?**

These rules apply only to residents of Canada. If you reside in another country, you don't need to take any action at this time to continue to receive our communications.

### **How do unsubscribe from communications?**

You are able to unsubscribe at any time. Follow the "unsubscribe" link at the bottom of an email, or [change your e-mail preferences by following this link](#) (sign-in required).

### **Contact information**

If you have questions, please contact us at:

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