

CANADIAN ANTI-SPAM LEGISLATION (CASL) - WHAT YOU NEED TO KNOW

WHAT IS CANADIAN ANTI-SPAM LEGISLATION (CASL)?

CASL was enacted in July 2014 as part of an effort to reduce unsolicited email and electronic messages, commonly known as “SPAM”. CASL applies to all businesses and individuals who send what is referred to as “Commercial Electronic Messages” to email and other forms of electronic communication accounts (including social media). Commercial Electronic Messages, or “CEMs”, are any electronic message (i.e. email, text message, “tweet”) that is sent to an email address or similar electronic communication account (such as a cellphone, Facebook or Twitter account) that is for the purpose of encouraging the recipient to engage in commercial activity. An email advertising a product discount is a common example of a CEM.

WHEN CAN A BUSINESS SEND YOU CEM’S?

Businesses are permitted to send CEMs only when they have the consent of the recipient. A business usually obtains this consent in one of two ways:

IMPLIED CONSENT

Generally, consent of the recipient is implied when the sender has a pre-existing or current business or employment relationship with the recipient.

EXPRESS CONSENT

Express Consent is when the recipient explicitly authorizes the sender to send them CEMs. In many instances, this will be done by a customer providing information to a business (by filling out a paper or on-line form, usually), then checking a box that states that you authorize that business to send you electronic messages about offers, sales and other news.

PROVIDING CONSENT TO ROCKY MOUNTAIN EQUIPMENT (“ROCKY”)

Rocky would like to communicate with its customers for the purposes of keeping customers up to date on product news, in-store specials and discounts. Rocky would like your express consent to do this, and you can provide your consent either by filling out our consent form in-store, or on our website at www.rockymtn.com.

IF I GIVE CONSENT, HOW WILL ROCKY MOUNTAIN EQUIPMENT PROTECT MY PRIVATE INFORMATION?

Any information we receive from you is strictly protected pursuant to our Privacy Policy. You may view our Privacy Policy at www.rockymtn.com, or obtain a copy from our Privacy Officer by emailing privacy@rockymtn.com.

Additionally, if you consent to receive emails from us, you will always have the option to unsubscribe at any time.

WHERE CAN I LEARN MORE ABOUT CASL?

The information we provide here only deals with the basics of CASL, and should not be considered a full or definitive explanation of this new law. If you have further questions, and for more information, please go to www.fightspam.gc.ca.