



If you have implied consent to send CEMs to the other party, ie, an existing business or existing non-business relationship with the recipient, you may still request consent via email. If you do not have implied consent you will have to seek consent via other methods such as fax, or Canada Post.

PAGE 1

Page 1 is the language to be inserted into the body of your email / letter.

- 1) Insert your organization's full legal name in every location marked [Insert Organization name here].
- 2) Insert your organization's address where it states [Insert Organization Address here].
- 3) Insert page 1 into the body of your letter.

PAGE 2

Page 2 is a hard copy consent to be enclosed with to the letter (or attached to the fax).

- 1) Insert your organization's logo where it states [insert logo here]. If you do not have a logo, simply insert your organization's full legal name.
- 2) Insert your company's fax number and email in the appropriate spots.
- 3) Make sure everything fits on one page, if possible.
- 4) Print this page and enclose it with the letter or fax.

Sending the Email / Letter

Send the email / letter, with the consent form, to every contact with whom you, your organization, your employees send electronic communications, including for example, but not limited to: clients, recipients of newsletters, suppliers, etc. If they are in your email contact list, send them this consent request.

Recording Responses

Under CASL, you and your organization are responsible for keep records of every consent, and every unsubscribe, that you receive. As part of our CASL Compliance Plans that we are developing with clients, we are helping to design policies and methods of keeping track of the received consents.

For now, we recommend that you print every email, fax and/or hard copy consent that you receive that provides consent and every email, fax and/or hard copy you receive that unsubscribes. You will need to keep these in a separate CASL consent file.

In addition, if someone does unsubscribe from your email list, you **MUST** remove them within 10 days of receipt of the unsubscribe request.

This is a brief summary of the Canadian Anti-Spam Legislation (CASL) and should not be construed as legal advice.
Please contact **Troy Baril** for assistance at [306.667.5630](tel:306.667.5630) or at tbaril@millerthomson.com
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PAGE 1: language for body of email – **only if you have implied consent.**

[INSERT ORGANIZATION NAME HERE] kindly requests your consent.

We value our relationship with you and would like to continue to provide you with e-mails, newsletters, invitations, event notices, notifications and other information that is relevant to you and your business and/or **[INSERT ORGANIZATION NAME HERE]**. However, on July 1, 2014, new Canadian federal anti-spam legislation came into force which will prohibit us from continuing to contact you electronically without your consent. In order for us to contact you via electronic means, please do one of following:

1. If you wish to provide **[INSERT ORGANIZATION NAME HERE]**, and its affiliated organizations, with your consent to receive e-mails, newsletters, invitations, event notices, notifications, and any other materials via e-mail, text, social media, and/or any other electronic means, please either respond to this email with “I Consent” in the subject line or complete the attached consent form and return it to us via fax, email, or Canada Post at the contact information provided in the form.

Affiliated organizations: **[INSERT Affiliated ORGANIZATION NAMES HERE. If you have no affiliated organization, delete this line only]**

You may withdraw your consent at any time.

2. If you do not wish to continue receiving electronic communications from **[INSERT ORGANIZATION NAME HERE]**, simply complete the attached consent form by checking “no” and return it to us via fax, email or Canada Post at the contact information provided in the form and you will be removed from our email and electronic communications lists.

[INSERT LOGO or ORGANIZATION NAME HERE]

We kindly request your consent

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In order for us to contact you via electronic means, please tick off the appropriate box below advising us whether or not you wish to continue to receive information from **[INSERT ORGANIZATION NAME HERE]** electronically.

1. YES

I hereby consent to **[INSERT ORGANIZATION NAME HERE]**, and its affiliated organizations, sending me e-mails, newsletters, invitations, event notices, notifications, and any other materials via e-mail, text, social media and/or any other electronic means. I understand that I can unsubscribe from receiving such materials at any time.

Affiliated organizations: **[INSERT Affiliated ORGANIZATION NAMES HERE. If you have no affiliated organization, delete this line only]**

2. NO

I do not wish to receive electronic communications from the **[INSERT ORGANIZATION NAME HERE]**.

Dated: _____, 2014.

Company: _____

Name: _____

Position: _____

I have authorization to bind the Organization.

Signature: _____

Please return this form

by fax to: **[INSERT ORGANIZATION FAX # HERE]**

by email to: **[INSERT ORGANIZATION EMAIL HERE]**

by Canada Post to: **[INSERT ORGANIZATION ADDRESS HERE]**

PAGE 1: language for body of letter, if you do not have Implied Consent. Send by fax or regular mail.

[INSERT ORGANIZATION NAME HERE] kindly requests your consent.

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[INSERT LOGO or ORGANIZATION NAME HERE]

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Affiliated organizations: [INSERT Affiliated ORGANIZATION NAMES HERE. If you have no affiliated organization, delete this line only]

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Dated: _____, 2014.

Company: _____

Name: _____

Position: _____

I have authorization to bind the Organization.

Signature: _____

Please return this form

by fax to: [INSERT ORGANIZATION FAX # HERE]

by email to: [INSERT ORGANIZATION EMAIL HERE]

by Canada Post to: [INSERT ORGANIZATION ADDRESS HERE]