

University

Guide to the Canadian Anti-Spam Legislation (“CASL”)

GENERAL INFORMATION

Purpose	The purpose of CASL is to more carefully control the use of spam (i.e. unwanted Commercial Electronic Messages or CEMs) in electronic messaging.
Effective Date	CASL came into effect on July 1, 2014

- purchases
- loans
- subscriptions
- memberships (e.g. Alumni Association)
- accounts
- employment relations
- employee benefit plans
- product updates

TAKING ACTION FOR COMPLIANCE

Content Requirements

CASL requires that all CEMs contain the following information:

- a. the name of the unit sending the message;
- b.

