



## Canada's New Anti-Spam Legislation Takes Effect July 1

On July 1, 2014, new federal legislation known as Canada's Anti-Spam Legislation, or CASL, becomes law. Despite the name, CASL deals with much more than spam. The purpose of CASL is to ensure that the privacy and security of every Canadian is respected in electronic communications.

CASL defines a commercial electronic message (CEM) as any form of electronic message used to solicit someone's business. The definition is broad, as the legislation says any conduct in electronic form of a *commercial character* can be a CEM.

If you wish to send CEMs to anyone in or outside of Canada, you need to obtain positive consent from that person before you send the message. You cannot send a CEM with the option for a person to *opt out* of receiving future messages. And, after July 1, 2014, you cannot send a person an email or other electronic message asking them to accept future CEMs because that email or electronic message is itself a prohibited CEM.

To comply with CASL, the following requirements for sending a CEM must be met:

- Consent
- Identify the sender, their company, address, phone number and e-mail
- Include an unsubscribe mechanism that is clearly and prominently set out
- The unsubscribe action must occur within 10 days of the request

The Canadian Radio-television and Telecommunications Commission (CRTC), the federal Competition Bureau and the federal Privacy Commissioner will be working cooperatively to enforce CASL.

The VSA **Continuing Education Module Two: Privacy for Salespeople** includes information on CASL. And, the ARA, NCDCA and RVDA have resources available for their members on this legislation.

### More information:

[Main CASL website](#)

[The Office of Privacy Commissioner of Canada](#)

[The Canadian Radio-television Telecommunications Commission](#)

[The Competition Bureau](#)

## Continuing Education Module Two: Privacy for Salespeople *Registration Opens July 1*

In addition to information on Canada's Anti-Spam Legislation (CASL), content includes an overview of provincial and federal privacy legislation, common dealership activities that can create privacy risks, privacy best practices and compliance tips. The module also includes case studies based on actual federal and provincial privacy compliance activities. An optional blog and review webinar are offered. This module fulfills one-third of the Continuing Education requirement as established by the Registrar.

Registration and payment for the course can be made through the [VSA Portal](#). Just log into Online Licensee Services as you would to update your profile or renew online. Or, you can register by FAX, mail or in person using the [course registration form](#).

So far, thirty-six people have registered for the first module, **Advertising for Salespeople**. Twenty-six have successfully completed it. Those who provided an evaluation have given the module an overall rating of 4.5 out of 5.