

# Does Canada's New ANTI-SPAM LAW Apply?

## YOU SHOULD ASK YOURSELF:

NO TYPE OF ORGANIZATION, INCLUDING CHARITIES AND NON-PROFIT ORGANIZATIONS, IS EXEMPT FROM CANADA'S ANTI-SPAM LEGISLATION.



IF YOU USE ELECTRONIC CHANNELS TO PROMOTE OR MARKET YOUR ORGANIZATION, PRODUCTS OR SERVICES, CANADA'S NEW ANTI-SPAM LAW MAY AFFECT YOU.

**Q:** Do you use email, SMS, social media or instant messaging to send commercial or promotional information about your organization to reach customers, prospects and other important audiences?



**Q:** Do you install software programs on people's computers or mobile devices?



**Q:** Do you carry out these activities in or from Canada?



IF YOU ANSWERED YES, GO TO

[fightspam.gc.ca](http://fightspam.gc.ca)

*for more information.*

This resource, which is intended to provide a plain language explanation of some of the requirements under the Act, is not to be considered as legal advice, an interpretation of any legislation or regulations, or as a settlement or commitment on behalf of the Enforcement Agencies for Canada's Anti-Spam Law.