



What is Canada's Anti-spam Legislation (CASL)?

Canada's anti-spam law, unofficially called "CASL", was finalized in December 2013 with the federal government's release of the final CASL regulations. CASL is one of the toughest laws of its kind in the world, and it has the potential to impact any individual or organization who sends e-mails, texts, social media messages or any other form of electronic communication to third parties in Canada, whether they are businesses, consumers or individuals. Violations of this legislation could result in monetary penalties of up to CAD 10 million for organizations, while individuals could be liable up to CAD 1 million.

When will CASL start to affect individuals and organizations?

- July 1, 2014 - the date by which there must be compliance with the majority of CASL's requirements
- January 15, 2015 - after which organizations are prohibited from unsolicited installation of computer programs
- July 1, 2017 - the date by which individuals and groups can take legal action against non-CASL compliant organizations

How Can Miller Thomson Assist?

Our team offers CASL assistance to clients in a number of ways, including:

- education covering CASL requirements and one's obligations under the legislation;
- the development and implementation of compliance strategies, including:
 - auditing of current e-communication practices
 - drafting and review of policies, processes, and documentation
 - drafting and review of third party contracts
 - development and review of related policies addressing privacy, website, privacy terms of user, employee and acceptable use

Miller Thomson's CASL Team

Miller Thomson has assembled a dynamic team of lawyers, from a variety of disciplines, to assist individuals and organizations in understanding both CASL's requirements and their obligations under CASL.

For more information on the implications this legislation has on your organization, please contact any of our CASL experts.



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Miller Thomson CASL Resource Material

Miller Thomson has developed a range of resources and tools to assist organizations in navigating through the various aspects of this legislation and helping them understand what it means for them. To access this material on our website, please visit: millerthomson.com/casl.

Our firm also periodically hosts seminars and programs where participants will be able to discuss CASL and CASL compliance strategies. To review some of our past presentations and articles on the topic please visit: millerthomson.com/casl-publications.

To attend our upcoming seminars as well as receive our complimentary CASL updates, please subscribe on our website at: millerthomson.com/subscribe.



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