

CASL Email Consent Instructions

PAGE 1

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

- 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 email.

PAGE 2

Page 2 is an hard copy consent to be attached to the email.

- 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 you companies fax number and email in the appropriate spots.
- 3) Make sure everything fits on one page, if possible.
- 4) Print, scan, and attach this page to the email as a PDF attachment.

Sending the Email

Send the email, with the attachment, 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 email.

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 your print every email and/or fax that you receive that provides consent, and every email and/or fax you receive that unsubscribes. You will need to keep these in a separate CASL consent file.

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

If you have any questions please contact *Troy Baril* at 306.667.5630 or at *tbaril@millerthomson.com*

PAGE 1: Email language for body of email

[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, new Canadian federal anti-spam legislation coming into force July 1, 2014, will prohibit us from continuing to contact you electronically without your consent. In order for us to contact you via electronic means after July 1, 2014, 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, or other electronic means, please either:
 - a) respond to this email with the words "I consent" in the subject line; **or**
 - b) print and complete the attached consent form and return it to us via fax or email 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]**, please respond to this email with "unsubscribe" in the subject line or write to us at **[INSERT ORGANIZATION ADDRESS HERE]**.

[INSERT LOGO or ORGANIZATION NAME HERE]

We kindly request 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, new Canadian federal anti-spam legislation coming into force July 1, 2014, will prohibit us from continuing to contact you electronically without your consent.

In order for us to contact you via electronic means after July 1, 2014, 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, or 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]