

## Canada's Anti-Spam Legislation (CASL)

Canada's Anti-Spam Legislation (CASL) requires businesses to comply with specific rules when sending out commercial electronic messages (CEMs). With extensive knowledge of this new and evolving area of law, our advisors assist clients in ensuring they are CASL-compliant to avoid costly fines, reputational damage and the risk of private right of action suits.

We offer a deep understanding of CRTC guidance and enforcement as well as creative and practical approaches to due diligence and compliance strategies to help clients mitigate risks and strengthen relationships with their current and potential customers, partners and stakeholders.

Our CASL team can advise you with respect to:

- > Risk assessments;
- > Development of a corporate compliance policy;
- > Implementation of compliance program;
- > Ongoing monitoring and revision of program; and
- > Establishment of due diligence defence in the event of a CASL violation

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