

# Privacy & Ad Targeting in Canada

What you need to know to market your business the right way

## The Basics

In Canada, privacy laws like PIPEDA (Personal Information Protection and Electronic Documents Act) and CASL (Canada's Anti-Spam Law) protect how customer data is collected, stored, and used. This affects how you run digital ads, especially those that rely on personal info.

### ● What Is Ad Targeting?

Ad targeting means showing your ads to specific groups of people—like local customers, young families, or people interested in your services.

You can target ads based on things like:

- Age, location, and language
- Interests or shopping behaviour
- Website visits or email list membership

**But to do this, you need permission to collect and use this data.**

### ● What You Can't Do Without Consent

- Use tracking tools (like cookies) without asking visitors first
- Add people to email or ad lists if they didn't opt in
- Share personal info with third parties without clear consent
- Retarget visitors who haven't agreed to tracking

### ● What You Can Do

- Use tools like Facebook and Google's built-in consent systems
- Ask for permission on your website (via cookie banners)
- Build your own contact list by offering value (like discounts or helpful tips)
- Use first-party data—info customers give you directly, like purchases or sign-ups
- Keep your privacy policy clear and easy to find

### ● Why It Matters

- Staying compliant protects you from fines
- It builds customer trust and loyalty
- Ad platforms may block your ads if your website isn't privacy-compliant