

# Quick Guide to CASL

## (Canada's Anti-Spam Law)

What you need to know before sending  
emails or texts to customers

### What is CASL?

CASL is Canada's law that protects people from unwanted messages. It sets rules about how and when you can send marketing emails, texts, or other electronic messages. If you send promotional emails or texts, CASL applies to you.



### What You Can Do (if you follow the rules):

You can still send things like:

- Newsletters
- Special offers or promotions
- Event invites
- Reminders or product updates

**But only if you have permission.**

### The 3 CASL Rules You Must Follow:

1

#### Get Consent First

- Ask clearly before sending any marketing messages
- Consent can be written, checked in a box, or even verbal (in some cases)
- No pre-checked boxes – the person must actively agree

2

#### Identify Yourself

Every message must include your business name, contact info, and website (if you have one)

3

#### Let People Unsubscribe Easily

- Every email or text must have an easy way to opt out (unsubscribe link or clear instructions)
- You must honour unsubscribe requests within 10 days

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### What You Can't Do:

- Add people to your list just because they bought something once
- Buy or rent email lists
- Send messages without giving a clear way to unsubscribe
- Use fake names or misleading subject lines

Type of consent	Is it okay?
Signed up for your newsletter?	✓ Yes!
Filled out a form with no checkbox?	✗ No!
Gave verbal permission at an event?	✓ Yes, if documented
Gave business card without saying "contact me"?	✗ Not enough



### Why It Matters:

- Non-compliance can lead to fines (up to \$10M for businesses)
- More importantly – it protects your brand and keeps your customers happy