

# What Can I Still Do with Customer Data?

You can still collect and use customer data—but you have to be clear, careful, and respectful. Here's what you can still do:

1

## Collect emails

...through sign-up forms (as long as people know what they're signing up for)

2

## Send marketing emails

—but only if someone gave you permission (this is part of Canada's anti-spam law, CASL)

3

## Use customer info to improve service

—like remembering their last purchase or sending appointment reminders

4

## Create ad audiences

—you can still use data to run ads, but you need to follow the platform's rules and privacy laws



### But you must:

- **Be transparent (tell people how you'll use their data)**
- **Get clear permission for marketing (like emails or texts)**
- **Give people a way to unsubscribe or delete their data**