



# Canada's Anti-Spam Law: Commercial Electronic Message (C.E.M.) Process Chart

(CASL C.E.M. provisions come into force July 1, 2014)



\*If the person to whom the message is sent and any person who sent or caused or permitted the message to be sent had such a relationship on July 1, 2014 that involved C.E.M.s, this time limit will not apply until July 1, 2017.  
 \*\*Purpose of consent, name(s) of consent seeker; mailing address; either a phone number, web address or email address; statement re on whose behalf consent is sought and a statement that the consent may be withdrawn at any time 10(1), 10(2), C4.  
 \*\*\*Name(s); mailing address; either a phone number, web address or email address; statement re on whose behalf C.E.M. sent; and the required unsubscribe mechanism 6(2)c, C2, C3.