

CASL:

Canada's Anti-Spam Legislation: Guidance for REALTORS®

REALTORS® rely on communication.

It's an integral part of business. Canada's anti-spam legislation (CASL) affects electronic messages that advertise, offer, or promote services, products, individuals or businesses. It isn't just email - the law applies to text messages, social media messages, and others.

The CRTC enforces CASL. They can issue warnings or impose penalties for severe violations (up to \$1 million for individuals and \$10 million for businesses.)

True or False?

Anti-spam legislation doesn't apply to me - I don't send out thousands of emails.

FALSE: CASL applies to all businesses that use email or other electronic methods of communication to reach out to perspective customers. You must have implied consent (as defined by CASL) before you reach out to even one individual.

True or False?

I have an email database I gathered from clients, events and personal contacts. I've had most of the information for a few years, so it's OK to continue using the list.

FALSE: You must have implied or express consent - as defined by CASL - before you send out an electronic message. Implied consent means you have an existing business relationship with the recipient or the message relates to the recipient's business activities and their contact information was openly published. Express consent means you asked permission to send electronic messages and the recipient said yes. (You can't send a message asking for express consent if you don't already have implied consent.)

Canada's Anti-Spam Legislation is being implemented in stages. The final stage comes into effect July 1, 2017. At that time, consumers will have the right to initiate court actions regarding violations of anti-spam legislation.

Learn how CASL affects your communication with past, present and potential clients. Go to REvia.ca today to register for **Canada's Anti-Spam Legislation: Guidance for REALTORS®**.

REALTORS® get a discounted price on all REvia courses if they register as a CREA member!



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