



### **Bill C28 Canadian Anti Spam Law for 2012 - Compliance Checklist**

Canada was ranked as #4 in the top SPAM countries in the world. This new legislation will deliver up to \$10M fines to business violators and up to \$1M fines for personal SPAM violations. This law is scheduled for enactment in early 2012 and applies to any commercial communications including Emails, text messages, instant messaging and social media posts.

1. Are you sending out Email blasts to groups of contacts using standard Email client software? (Outlook, Mozilla, Opera)
2. Do you purchase lead lists or do you use 3<sup>rd</sup> party Email rental lists?
3. Is your Email server white-listed for delivering your mass Emails?
4. Do all of your Emails include your Name, Address, Email , Telephone Number and Web Site URL?
5. Do you include a link to your Privacy Policy on all Emails?
6. Do all of your Emails include a Free Unsubscribe or Opt-Out button that can be activated in no more than 2 Clicks?
7. Is your Unsubscribe and Opt-Out mechanism active for at least 60 Days?
8. Are opt-out requests adhered to within 10 Days?
9. Have all of your Email contacts provided written double opt-in consent permission?
10. Does your Email system maintain an accurate and auditable record of type of consent and date?
11. Do you have 2 years of auditable records to prove business activity for all Email contacts?
12. Have you implemented a procedure to convert your contacts from "implied" consent to "explicit" consent?

If you answered "NO" to questions 1 and 2 and "YES" to all of the other questions;  
Congratulations you are compliant\* with the new anti SPAM law!

If not, you should contact Mark Yaunish at **(403) 863-4225** to schedule a **FREE** Consultation to assess your Email and Social Media marketing requirements.

NOTE: This information is not legal advice and WorldMarkit Inc. is not liable for any errors or omissions in their interpretation of Bill C28.

