

# Canada's Anti-Spam Legislation Made Easy

Is your message a **commercial electronic message ("CEM")**?

YES



Does your CEM fit within one of the **exclusions** in the law?

NO



NO



YES



Does your CEM fit within the categories of **implied consent**, or a **consent exemption**?

NO



YES



Requires an unsubscribe mechanism and sender contact information

Have you obtained prior **valid express consent** to send the CEM?

NO



YES



Sending the CEM is **prohibited**.

FASKEN

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