

Quiz: Canada's Anti-Spam Legislation

June 11, 2014

As of July 1st Canada's new anti-spam law will apply to "commercial electronic messages," express or implied consent of the recipient will be required, and CEMs will need to comply with form and content requirements (including an unsubscribe mechanism). Essentially any electronic message that encourages participation in a commercial activity will be a CEM. The new law contains a myriad of complex provisions. Watch the video below and download the quiz to test your knowledge.

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