

## What constitutes a commercial electronic message (CEM)?

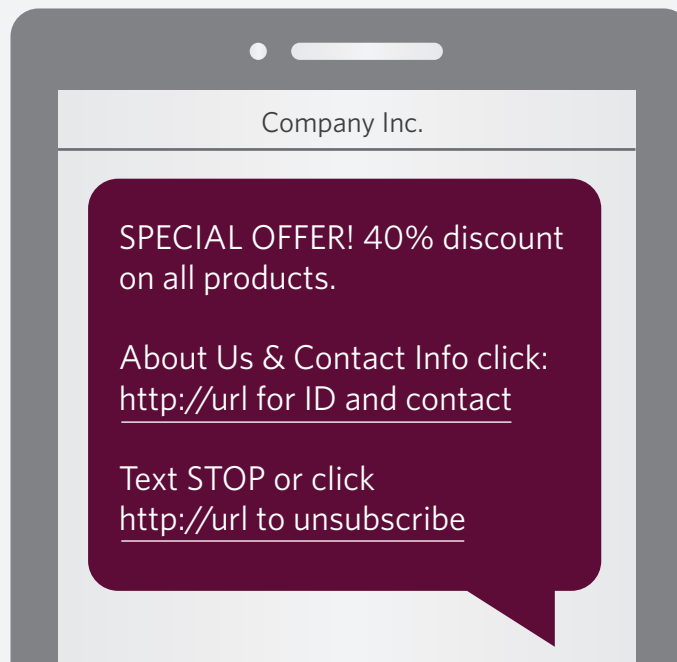
Under CASL, a CEM is a message that encourages participation in a commercial activity, including, but not limited to: offering, advertising or promoting a product, a service or a person.

### EXAMPLES INCLUDE

#### EMAIL



#### SMS TEXT MESSAGE OR INSTANT MESSAGING



Specific conditions apply. Please refer to the Legislation and its Regulations.