

# COMPLIANT WITH SPAM AND TELEMARKETING RULES?

Five tips to be on the right track



## CASL

### TIP 1

Obtain consent to send commercial electronic messages



### TIP 2

Keep up-to-date contact lists  
• Act on unsubscribe requests within 10 days

## DNCL

### TIP 1

Register and subscribe to the National Do Not Call List before making telemarketing calls



### TIP 2

Keep internal 'do not call list' up-to-date  
• Remove number within 14 days of the consumer's request

### TIP 3

Set up ongoing corporate compliance program  
• Review policies and procedures



### TIP 4

Maintain accurate records  
• Valid consent  
• Training documents  
• Third-party contracts



### TIP 4

Maintain accurate records  
• Call scripts and logs  
• Copy of registration and subscription to the National DNCL  
• Third-party contracts



### TIP 5

**If in doubt, just ask!**  
1-877-249-CRTC (2782)

