

What constitutes a commercial electronic message (CEM)?

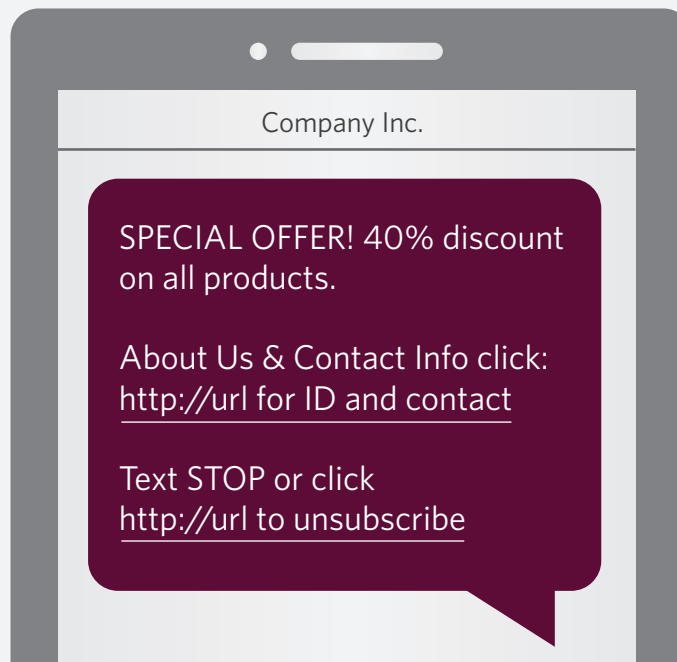
Under CASL, a CEM is a message that encourages participation in a commercial activity, including, but not limited to: offering, advertising or promoting a product, a service or a person.

EXAMPLES INCLUDE

EMAIL



SMS TEXT MESSAGE OR INSTANT MESSAGING



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