

Information to be included in a commercial electronic message (CEM)

WHAT INFORMATION NEEDS TO BE INCLUDED IN A CEM?



IDENTIFICATION

Identify your business name, if different from your name (if not, identify your name) and the name of anyone else on whose behalf or business you are sending the message.



CONTACT INFORMATION

You must include your mailing address. You must also include one of: a phone number to access an agent or a voice messaging system, an email address, or a web address for you or the person on whose behalf you are sending the message. Ensure these contact methods are accurate and valid for a minimum of 60 days after sending the message.

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

BE CLEAR

If you are using a link to provide the required information, the link must be clearly and prominently displayed in the message.

