

## Personal relationship exemption

Sender is an individual and does not send commercial electronic messages (CEMs) on behalf of a company



TWO WAY COMMUNICATIONS



Recipient is an individual

The sender and recipient have had direct, voluntary, two-way communications in the past. These communications reveal a personal relationship.

### WHAT YOU NEED TO CONSIDER BEFORE RELYING ON THE PERSONAL RELATIONSHIP EXEMPTION

In past communications, did you share the same:



Interests



Experiences

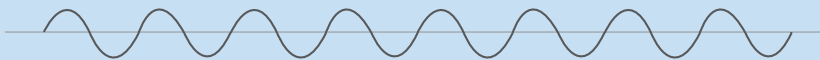


Opinions



Information

Were these communications frequent?



Has it been a long time since you last communicated?



Did you ever meet each other in person?



Proof



You should be able to prove this relationship with your past communications, if necessary.

Real Identity



You should know the real identity of each other (as opposed to only communicating by using an alias or a virtual identity).

Social Media



Using social media or sharing the same network does not necessarily reveal a personal relationship. The mere use of buttons available on social media websites (such as clicking on "like," voting for or against a link or a post, accepting someone as a "friend," or clicking to "follow" someone) will generally be insufficient to constitute a personal relationship.

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