



ANTI-SPAM PROCEDURES

[Canada's Anti-Spam Legislation](#) (CASL) provides a roadmap for businesses to follow in order to stay compliant. We want to ensure that we are in compliance and following best practices. If your business is not conducted within Canada, we advise you to consult the legislation for the countries you are operating in. Canada's legislation is also considered to be well developed and can likely provide a healthy roadmap for what to expect.

Under CASL, individuals and businesses are required to obtain consent from customers before sending them commercial electronic messages, such as emails or texts. If asked, senders should be ready to provide proof of this consent.

There are 2 kinds of consent:

- **Express consent**
 - Someone has agreed (verbally or in writing) to receive a commercial electronic message from you. There is no time limit unless the recipient withdraws his or her consent.
- **Implied consent**
 - When the sender has an existing business relationship with the person to whom the message is sent within the last 2 years.

What kind of email addresses are **OK to send to?**

To send email to anyone, you need to have their permission. This could be done through:

- Subscribe form on your website.
- An opt-in checkbox on a form. This checkbox must not be checked by default, the person completing the form must willingly select the checkbox to indicate they want to hear from you.
- If someone completes an offline form like a survey or enters a competition, you can only contact them if it was explained to them that they would be

contacted by email AND they ticked a box indicating they would like to be contacted.

- They have had an existing business relationship with us within the last 2 years.

What kind of email address are **NOT OK to send to?**

You can't import or send to any email address which:

- You do not have explicit, provable permission to contact in relation to the topic of the email you're sending.
- You bought, loaned, rented or in any way acquired from a third party, no matter what they claim about quality or permission. You need to obtain permission yourself.
- You scraped or copy and pasted from the web. Just because people publish their email address doesn't mean they want to hear from you.

Account suspension

They reserve the right to suspend your account immediately and start investigating our activity if our campaigns have high percentage of spam complaints (more than 0.2%), bounces (more than 5%), unsubscribes (more than 1%) or very small open rate (less than 3%).

Account termination

If it turns out that we were sending emails without permission – they (MailerLite or Mailchimp) will terminate our account. They can ask us to prove that we have permission from our recipients and they can close our account if we do not have such proof. Otherwise, they will activate our account and we will be able to use the service again.

Best practices

- An unsubscribe link must be in every email campaign you send
- Opt-in option in webinar sign ups, or anywhere we ask for emails
- Double opt-in to confirm email addresses. This can eliminate bogus and scam emails, increasing our engagement rate and keeping our unsubscribe rates low.
- If we receive emails with explicit consent, we must send a confirmation email and let them know it's coming to their inbox so they can confirm it. If they don't

confirm their email, we are still able to send them campaigns because of their consent, but we don't have proof so it may be risky.

- Whether you use MailerLite or Mailchimp, please read the appropriate anti-spam requirements linked above to ensure compliance within the platform.