



## **Do You Have Clients in Canada?**

**Pay attention to this date and this information!**

### **July 1<sup>st</sup> 2014 – a Date to Remember!**

**There are certain rules for emails sent to Canadian recipients that are specific to BEFORE that date and certain rules that are specific to AFTER that date. You need to become familiar on your own.**

**We will not be responsible for you learning this information nor try to teach these rules to you. They are not complicated, but they are specific.**

**If you have clients in Canada – you must learn the particulars of the rules.**  
**Google it: CASL or Canadian Anti-Spam Law.**

Your ESP's should have plenty of help, webinars, and guides so you can quickly become alert and comply to the changes. Call ESP support team. They can answer specific questions or direct you to their online forums or tutorials.

This is a well- established rule and ESP's have been preparing to help you for many months prior to the law taking affect. The rules are strict, but they are not without merit. In fact, they would be good to institute for emails sent to anyone. Over the next few years, most ESPs will likely adopt most of these standards.

But for now, be sure to learn what it takes to be within the law with regards to your Canadian Clients. Compliance is easy, but you need to know what constitutes proper compliance. Double opting-in is a great start.

**BEWARE: there is NO WAY TO KNOW by looking at an email address. Anyone using a Gmail or Yahoo account can be from anywhere in the world.**

**Only domain name addresses that have .ca at the end are proof positive that the email is from a Canadian source.**