Properly identify yourself

Mailing Address
Email Address
Phone number
Unsubscribe

Include your contact information
You must include 2 out of 3 from the following:

You must include an unsubscribe link
(Must be active for at least 10 days)

Complaints and fines

<table>
<thead>
<tr>
<th>Year</th>
<th>Complaints</th>
<th>Fines</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>220,000</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>270,000</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>350,000</td>
<td></td>
</tr>
</tbody>
</table>

Compliance with CASL

Subject:
The subject must describe the email content

Remedies/penalties

CRTC

- Maximum penalties:
  - $1,000,000 (Individual)
  - $10,000,000 (Corporate)

Private remedies

- From $500 to $1,000,000

Complaints and fines

<table>
<thead>
<tr>
<th>$48,000</th>
<th>$60,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200,000</td>
<td>$150,000</td>
</tr>
<tr>
<td>$1,558,000</td>
<td>$840,000</td>
</tr>
<tr>
<td>$1,100,000</td>
<td>$54,000</td>
</tr>
</tbody>
</table>

The ideal solution for making your life easier with CASL.
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