MODULE 1: MARKETING FOUNDATIONS

My marketing compliance check

Lesson: Marketing law in Canada: CASL, the Competition Act and privacy · about 16 minutes

Audit your own forms, lists, prices and reviews against the three federal laws.

Your business (name, service, main city):

1. List every place you collect email addresses or phone numbers: website form, wedding show sign-up, DMs, business cards. For each, write whether you get express consent and how you record it.

2. Sort your current mailing list into express consent, purchase in the last two years, inquiry in the last six months, and unknown. What will you do with the unknown group?

3. Write down your advertised starting price for your main service. List every mandatory fee a client actually pays on top. What should the advertised price be?

4. Review your last three marketing emails. Do they identify you correctly and include a working unsubscribe? Note any fixes.

5. **List any reviews or testimonials written by friends, family, staff or people who received something free. What disclosure or removal is needed?**

6. **Write two sentences for your inquiry form explaining what you will do with the information and who will see it.**

Check: can you now

- Identify which of your everyday marketing activities fall under CASL, the Competition Act and PIPEDA
- Apply the CASL tests for consent, identification and unsubscribe to a real follow-up email
- Check your published prices, reviews and claims against the Competition Act's rules on misleading representations and drip pricing

One change you will make this week