MODULE 10: EMAIL, CRM AND FOLLOW-UP

CASL compliance kit

Lesson: CASL in practice: consent, identification and unsubscribe · about 15 minutes

Build the consent wording, footer and records that make your emails compliant.

Your business (name, service, main city):

1. List the types of messages you send each month and mark each as a CEM, an exempt reply or a service message.

2. Write the express consent wording you will add to your inquiry form and sign-up page.

3. Write your email footer with your business name, mailing address, contact details and unsubscribe link.

4. Sort your contacts into consent buckets: express, implied by purchase, implied by inquiry, expired and business-to-business. Write the count for each.

5. **Describe where you will record the type, date, source and wording of each contact's consent.**

Check: can you now

- Decide whether a message is a commercial electronic message and which CASL requirements apply
- Sort your contacts by type of consent and the date it expires
- Write compliant consent wording, an identification footer and an unsubscribe process

One change you will make this week