

# CASL Privacy Policy of TechGMedia

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## I. Introduction

TechGMedia is committed to protecting our clients and ourselves from spam through education and spreading awareness. TechGMedia will take several steps to ensure that we are consistently compliant with CASL. All communication in the form of commercial electronic messages (CEM) originating from our computers or devices will only be sent after receiving consumer consent. Express consent will be required prior to all electronic communication (unless implied consent is obtained due to a pre-existing relationship with any client, partner, or candidate).

CASL is a comprehensive legislative regime created to combat spam. It is aimed at preventing organizations, including foreign ones, from sending unsolicited or misleading commercial electronic messages ("CEM") or programs to consumers without their consent. In particular, CASL introduces the requirement to obtain the consent of a recipient before an organization sends a CEM. This requirement extends to email messages, messages to social networking accounts and text messages to smart phones.

## II. Definition

### **TechGMedia**

TechGMedia means <http://techgmedia.com/>

### **CASL**

Canada's Anti-Spam Policy

### **Electronic Address**

An address used in connection with the transmission of an electronic message to an electronic mail account, and instant messaging account, a telephone account or similar account.

### **Electronic Message**

A message sent by any means of telecommunication, including text, sound, voice or image.

### **Commercial Electronic Message (CEM)**

CEMs are commercial electronic messages that encourage participation in commercial activity. Even if a commercial message is not sent with an expectation of garnering profit, it still qualifies as a CEM.

### **Commercial Activity**

Any transaction of commercial character, regardless of whether there is an expectation of profit or not.

### **Express Consent**

Permission obtained when a recipient “opts in” to receive CEMS. Consent can be oral or written and could be an unedited audio recording, paper or electronic checkbox on a website. Express consent never expires unless the recipient chooses to unsubscribe.

### **Unsubscribe**

A withdrawal of consent to receive CEMs.

## **III. Valid Consent Under CASL**

Once we collect an email address (for example via a web form or paper form) for our mailing list, the following information must be present for the consent to be valid under CASL:

- A notice that the subscriber can withdraw their consent at any time;
- Contact information such as a physical mailing address and an electronic communications method, whether email, phone or a web page contact form. A hyperlink to a web page with all this contact information is acceptable
- Name of person or organization asking for consent; and
- Specific purpose for which we are obtaining consent

## **IV. Content Requirements for a CEM under CASL**

When using any form of CEM for electronic marketing purposes, TechGMedia will act in accordance with the CASL Law by:

- Gaining express consent from the consumer or recipient
- Including a detailed opt-out mechanism by allowing recipients to unsubscribe from our emailing lists at any time
- Presenting an opt-in option by asking recipients for confirmation before they are subscribed to our emailing lists
- Recognizing ourselves by including our company contact information in communication

## **V. Unsubscribe Requests**

All unsubscribe requests will be managed within ten days of receipt. Employees will not send any further communication by electronic means to the unsubscribed party.

Compliance with CASL is of utmost importance and all employees actively participate in maintenance of corporate compliance. TechGMedia inspires its employees to take a practical approach in detecting potential problems or violations of CEM delivery by promptly reporting issues to the CASL Compliance Team immediately.

We are committed to ensuring that you do not receive any, unwanted e-mails from our servers. Should you have any questions about TecgGMedia's CASL privacy policy, use the button below to send us an email.

CONFIDENTIAL