

ASLAN COMPUTER SYSTEMS

2015-05 CANADIAN ANTI SPAM LEGISLATION



News Feature

Canadian Anti-SPAM Legislation (CASL) came in to effect July 1, 2014. It is intended to protect Canadians from Spam. It can impose penalties up to \$1 million for individuals and \$10 million for a business, per violation. It applies to businesses that use electronic messages to encourage participation in a commercial activity. In practice, that means any business that uses email, SMS, social media, or instant messaging. (And what business doesn't?). If you send electronic messages, CASL requires you to:

- Keep records of how you obtained consent from the recipient.
- Clearly identify yourself and your business by mailing address, phone number, and email or Web address.
- Provide a working and readily performed unsubscribe mechanism that remains functional for 60 days.
- Make sure your messages are not false or misleading.

See: [CASL Government of Canada](#)

Disclaimer software can help make sure the people in your organization comply with the identification and unsubscribe requirements of CASL. Disclaimer can:

- Include the necessary identification information in the signature, every time.

- Add a dynamically generated unsubscribe button that is specific to the individual who will receive the message and the department of the person who sends the message.
- Add the person who “unsubscribes” to an unsubscribed list.
- Block messages to people on the unsubscribed list.
- Send an autoreply message to the person sending the message to indicate why it was blocked.

See: [Using Exclaimer to Comply With CASL](#)

Exclaimer can also help you:

- Centrally manage email signatures on all devices.
- Get consistent signatures automatically.
- Include logos, legal disclaimers and social media links.
- Have different signatures for different teams and groups.
- Change and distribute them easily.
- [Market through email signatures.](#)

Contact [Aslan Computer Systems](#) to find out how, or have us do it for you.

See:

- [Exclaimer – Marketing with Email Signatures](#)
- [Exclaimer -Signature Manager](#)

Tips and Tricks

Did you buy electronics between April 1, 1999 and June 30, 2002. You might be eligible for a refund. The deadline to submit a claim is June 23, 2015. See: [Global News – How to claim a refund for overpriced electronics](#)

Security Trends

Data breaches have grabbed the attention of C-suite executives worldwide. Leaders are understanding that preventative approaches are not enough. They need to be backed up

by a second line of defense that detects and responds to breaches very early in their life cycle.

See [Third Certainty – C-suite must act early, often to prevent data breaches](#)

New Technology

Internet of Things Update: A garbage can that reads barcodes of items thrown away and adds them to a shopping list.

See [Third Certainty -Trash Talking](#)

Q & A

Question: My computer is working fine, why do I need to keep applying updates?

Short Answer: Because updates fix security holes that viruses and malware use to infect your system.

For more, see:

- [CyberLogic Blog – Why Software Updates are Important](#)
- [Super Anti Spyware Blog – Why Bother With Software Updates?](#)

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