

Specialty Technical Publishers Releases eBook to Help Canadian, U.S. and International Companies Comply with Canada's New Anti-Spam Law (CASL)

Commercial Email Content Requirements and CASL - What Every Business Communicating With Canadians Needs to Know by Andrew Aguilar and Ryan J. Black.

North Vancouver, B.C., Canada ([PRWEB](#)) June 17, 2014 -- Specialty Technical Publishers, premier North American publisher of [audit, compliance and risk solutions](#), today announced the release of a complimentary eBook for all companies, domestic and international, who communicate by email with their contacts in Canada.

In just two weeks, on July 1 2014, the Canadian Radio-Television and Telecommunications Commission (CRTC) will start enforcing tough new anti-spam legislation which states that consent must be obtained before the sending of commercial email in Canada.

Written by lawyers, Andrew Aguilar and Ryan J. Black of Vancouver law firm McMillan LLP, Commercial Email Content Requirements and CASL is a 9-page eBook which outlines the new rules for sending email in Canada after July 1, and the penalties for non-compliance with the legislation. The content of this complimentary eBook is taken from the newly published guide [Internet Law Essentials: Canada's Anti-Spam Law](#).

The eBook includes guidance on how CASL will affect all commercial email and electronic messaging in Canada, including:

- What information an email message must now contain.
- The permissions needed to send email.
- The penalties for non-compliance with CASL.
- How companies can protect themselves and the steps needed to do so.

The eBook also includes easy-to-use checklists that encourage companies to measure and assess their level of compliance.

Download the eBook [here](#).

Steve Britten, Acting President of Specialty Technical Publishers, comments: "CASL is going to affect virtually every business in Canada, as well as U.S. and international companies who do business there. I would recommend this handy eBook to any company as a first step in understanding this tough new law, its potential impact and the penalties for falling foul."

About Specialty Technical Publishers

[Specialty Technical Publishers](#) (STP) produces technical resource guides covering environmental, health & safety, transportation, accounting, business practices, standards and law, offering comprehensive guidance on key compliance and regulatory issues. STP is a division of [Glacier Media Inc.](#), a Canadian information communications company that provides primary and essential information in print, electronic and online media.



Contact Information

Lorraine O'Donovan

Specialty Technical Publishers

<http://www.stpub.com>

+1 (800) 251-0381

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