

Specialty Technical Publishers Announces Publication of Canadian Anti-Spam Law (CASL) Guide

Internet Law Essentials: Canada's Anti-Spam Law, written by Andrew Aguilar and Ryan Black of Vancouver Law Firm McMillan LLP, provides a comprehensive analysis of the new CASL regulations

North Vancouver, B.C., Canada ([PRWEB](#)) May 20, 2014 -- Specialty Technical Publishers, premier North American publisher of [audit, compliance and risk solutions](#), today announced the publication of [Internet Law Essentials: Canada's Anti-Spam Law](#), a new guide analyzing the tough new Canadian legislation designed to stop spam email in Canada.

On July 1, 2014 Canada will begin enforcing one of the world's toughest anti-spam laws. Any company, domestic or international, communicating by email in Canada will need to be in compliance to avoid severe penalties of up to \$10 million.

Written by Andrew Aguilar and Ryan Black of Vancouver Law Firm McMillan LLP, [Internet Law Essentials: Canada's Anti-Spam Law](#) provides a comprehensive analysis of the new CASL regulations. The guide also includes useful checklists to help simplify the audit and compliance process.

CASL applies to three broad categories of electronic commercial activities:

- Sending commercial electronic messages (CEMs)
- Altering transmission data or electronic messages
- Installing computer programs on another person's computer system.

All companies communicating by email with customers in Canada must comply with the new CASL legislation, and several roles will be particularly affected:

- Legal Counsel should review the Act's requirements and continue to monitor any further guidelines released by the government.
- Sales/Marketing Executives must assess the impact of CASL on their digital marketing strategies, especially email and social media.
- IT Professionals need to assess how the legislation affects downloadable programs and software.
- Risk Management Officers need to calculate the risks of CASL non-compliance on the business and work to avoid these risks.
- Auditors must evaluate CASL compliance once in place.

“CASL poses a serious challenge for business communication in Canada. I believe this new guide is essential reading for any company that uses email to talk to their customers as CASL has the potential to impose extremely harsh penalties for non-compliance.” says Steve Britten, Acting President of Specialty Technical Publishers (STP)

STP has also relaunched the completely updated publication [Internet Law: The Complete Guide](#) which is the ultimate reference for the rapidly changing field of internet law and regulation. Download a sample [here](#).



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.



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