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**Alberta Mackenzie Provincial Council
Communications Communiqué, June 2014
Submitted by Gloria L.**

At the Provincial Convention in Grande Prairie we were requested to provide information on Bill C-28 - Anti-Spam Legislation that will become effective on July 1, 2014. The following information has been taken from the official Government of Canada websites.

Government of Canada Introduces Bill C-28 - Anti-Spam Legislation (CASL)

The intent of the legislation is to deter the most damaging and deceptive forms of spam, such as identity theft, phishing and spyware, from occurring in Canada and to help to drive out spammers.

This law addresses the legislative recommendations of the Task Force on Spam, which brought together industry, consumers and academic experts to design a comprehensive package of measures to combat threats to the digital economy. As well the government studied successful legislative models in other countries and, based on their experiences, has developed a focused plan to address spam and related online threats.

Information on this legislation is located at www.fightspam.gc.ca. This new website will serve as the single Government of Canada point of reference for credible and sanctioned information about the law. It will continue to grow to include more detailed information for consumers and businesses.

The following was taken from the Industry Canada – Digital Policy Branch - Government of Canada site at: <http://www.ic.gc.ca/eic/site/ecic-ceac.nsf/eng/gv00521.html>

Questions and Answers

1. *What is spam?*
2. *What is the intent of the new law?*
3. *What do you mean by "related online threats"?*
4. How big a problem is spam in Canada?
5. What can individuals and businesses do to protect themselves against spam and related online threats?
6. How long will it take before Canadians can expect to see a real difference in the amount of spam received?
7. Will the new law eliminate spam in Canada? If not, by how much will it be reduced?
8. Has anti-spam law been effective in other countries?
9. I'm a legitimate business owner who uses bulk email to reach my customers. How will I be affected by these new anti-spam measures?
10. *What about text messages or "cellphone spam"? Is it covered?*
11. What if I buy email lists? How will I be affected by these measures?
12. *Are there exceptions, such as the Do Not Call list for political parties and charities?*

All of the above questions are dealt with in detail on the Industry Canada site. We have taken excerpts from the answers for the italicized questions for this report. For complete answers please go to the Industry Canada site listed above.

- What is spam?**
Spam can be defined as any electronic commercial message sent without the express consent of the recipient(s). Spam is also used as the vehicle for the delivery of other online threats such as spyware, phishing and malware.
- What is the intent of the new law?**
The intent of the new law is to deter the most damaging and deceptive forms of spam from occurring in Canada.
Spam includes more than unsolicited commercial messages. It has become the vehicle for a wide range of threats to online commerce affecting individuals, businesses and network providers. It can lead to the theft of personal data to rob bank and credit card accounts (identity theft); online fraud luring individuals to counterfeit websites (phishing); the collection of personal information through illicit access to computer systems (spyware); and false or misleading representations in the online marketplace.
- What do you mean by "related online threats"?**
Spam has become the primary vehicle for the delivery of online threats, such as spyware, malware and phishing. Spyware is software that collects information about a user and/or modifies the operation of a user's computer without the user's knowledge or consent. Malware is a general term for all forms of harmful and malicious content, especially hostile software such as viruses, worms and Trojan horses. Phishing involves impersonating a trusted person or organization in order to steal someone's personal information, generally for the purpose of identity theft.
- What about text messages or "cellphone spam"? Is it covered?**
Yes. With the new law's technology-neutral approach, all forms of commercial electronic messages can be treated the same way. That means that unsolicited text messages, or cellphone spam, is addressed.
- Are there exceptions, such as the Do Not Call list for political parties and charities?**
Canada's anti-spam legislation (CASL) does not apply to non-commercial activity. Political parties and charities that engage Canadians through email are not subject to CASL if these communications do not involve selling or promoting a product.
There are also further exemptions for situations where such organizations engage in commercial activities with people who have made a donation or gift in the last 18 months, volunteered or performed volunteer work in the last 18 months, or were a member of the organization in the last 18 months. These exceptions apply to registered charities, political parties and candidates in federal, provincial, territorial or municipal elections.

Another website for further information on the Anti-Spam Legislation is the Canadian Radio-television and Telecommunications Commission.

Their address is: <http://www.crtc.gc.ca/eng/casl-lcap.htm>

Please visit the listed websites for further information on the Anti-Spam Legislation as they contain more questions and answers, and guidelines that could not be included in this report due to the length and detail of the information.