

CASL E-Learning Course

Canada's Anti-Spam Law (CASL) is one of the most stringent in the world and is accompanied by daunting penalties. The CRTC has received hundreds of thousands of complaints. Is your staff trained to avoid a CASL breach?



Most breaches are a result of practices that continue because of a lack of awareness of the requirements in CASL. Every organization should have a CASL compliance program in place. The CRTC's Compliance and Enforcement Information Bulletin (CRTC 2014-326) published 10 days before CASL came into force, states:



“Effective training of staff at all levels on what constitutes prohibited conduct and on what could be done if they witness prohibited conduct is integral to the implementation of a credible corporate compliance program.”

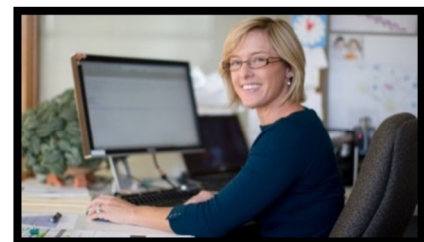
PrivaTech has thus identified the need for a standardized CASL e-learning course that can provide staff with the knowledge they need to [understand their responsibilities before sending a commercial electronic message](#).

PrivaTech has partnered with Pathways Inc. to develop an [interactive e-learning course](#) that empowers organizations to meet their training obligations and hence [reduce the risk of a CASL breach](#).

With PrivaTech's CASL expertise, and Pathways expertise in course development and adult learning, if you send messages to individuals located in Canada, this is a tool you won't want to miss out on!

The E-Learning Advantage

Using interactive e-learning to provide CASL training ensures everyone is able to take the training at a time that is convenient for them. It also ensures that everyone gets the same message. Whether it be new hires or existing employees, e-learning is the most cost-effective and practical method of getting the CASL message across to your staff.



Course Implementation

- The course will take less than 30 minutes to complete (this includes the completion of test questions disbursed throughout the content).
- The course can be hosted on the client's own Learning Management System (LMS) or on Pathways' LMS for use by the client.
- The course is fully bookmarked, meaning a user can return to the place they left off in the event that they cannot finish the course in one sitting.
- Reports can be easily generated outlining who took the course and when. This allows you to demonstrate your CASL compliance efforts.

Fee Structure

A one-time software purchase price of \$11,995 + HST gives you full access to the course for all your employees indefinitely.



Course hosting by Pathways and customization of the 'look and feel' or content will be subject to additional fees. Quotes can be provided upon request.

Course Content

Background:

- When and why CASL came into force; who CASL applies to.
- Complaints and enforcement; liabilities and penalties under the law.
- The risks involved and why compliance is so important.



Legal Framework:

- What constitutes a "commercial electronic message" sent to an "electronic address".
- The consent and content rules when sending a commercial electronic message.
- Exceptions to the rules and how they can be used without incurring risk.

Responsibilities and Resources:

- Staff day-to-day responsibilities and escalating CASL breaches.
- Maintaining evidence of CASL compliance.
- Available resources, including a commercial electronic message decision tree.

If you have any questions or would like to receive a demo of the course, please contact:

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OR

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