

Matthew Ng

From: Matthew Ng
Sent: Wednesday, May 31, 2017 2:20 PM
Cc: Julia Milter; Sharon Gillam; Scott Clark; Gerard A McDonald
Subject: Ongoing PEO Chapter CASL Compliance

Importance: High

Dear Chapter Chairs, Chapter Vice Chairs and RCC,

The following message regarding ongoing PEO Chapter CASL compliance is sent on behalf of Gerard McDonald, P.Eng., Registrar, PEO. Please distribute to the rest of your chapter executives.

Regards,
Matt

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As you may be aware, the law for sending a commercial electronic message (CEM) under Canada's Anti-Spam Legislation (CASL) is changing as of July 1, 2017. As of this date, all CEMs will require express consent from the intended recipients in order to be sent such a message. To clarify, a CEM is an electronic message (sent via email, text, instant/direct message or telephone) that encourages the recipient to participate in a commercial activity, even if there is no expectation of profit.

To balance the need to be compliant with CASL and the desire that PEO, through its chapters, continue to be able to communicate to stakeholders at a local level, we are recommending that chapters remove all monetary references from their electronic communications. Instead, chapters may refer recipients of the communication to their website for further details on chapter events, but must not provide a direct link to the chapter website in the communication. For example, an acceptable message would be written as: "*The ABC Chapter's annual golf tournament and networking event will be held this year on July 31. For more information, please visit the ABC Chapter website.*"

Chapters are also encouraged to increase the use of general posts on their social media accounts (e.g. Facebook wall posts, LinkedIn posts or tweets) to inform stakeholders of events. Note that commercial messages should not be sent to individuals via instant/direct messaging from social media accounts. In addition, direct links to any commercial message on social media should not be included in any email distributions.

Lastly, it is being suggested that chapters limit the number of electronic messages they send to one per week so as not to overwhelm and/or frustrate recipients as well as to avoid spam filters.

It is important that PEO and all its chapters be seen to respect the CASL requirements that come into force on July 1, 2017.

In an effort to assist the chapters in this transition, the PEO chapter office will be happy to review any chapter correspondence in order to provide helpful suggestions as to how to meet the spirit of the legislation. The chapter office will also conduct annual CASL training for all chapters.

In the meantime, PEO will host information teleconferences on June 6, 2017 and June 8, 2017 from 12:00 p.m. to 1:00 p.m. to provide further information and to answer your questions. The dial-in information for both sessions is:

Dial in number: 1-866-512-0904

Participant Code: 5122544

If you are unable to participate in these information sessions and have questions on how your chapter can comply with the new CASL requirements, please contact Matthew Ng, P.Eng., Manager, Chapters at mng@peo.on.ca

Regards,
Gerard McDonald, P.Eng.
Registrar