

# HOW TO COMPLY WITH BILL C-28?



Dialog  
Insight

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# CONTEXTUALIZATION

Since July 1st, 2017, we are subject to the new Canada's Anti-Spam Legislation, better known as Bill C-28. This law was legislated in order to improve the efficiency of electronic means of communication by regulating certain commercial practices, such as spamming. In summary, the Anti-Spam Legislation prohibits all commercial electronic communications except those meeting the following conditions:

- 1 The sender has the recipient's consent
- 2 The message content meets certain requirements

Individuals who violate this law will face financial penalties or prosecution.

Are you using permission marketing in your email marketing campaigns? If the answer is no, don't panic. You must comply. You will see, it's not that complicated. Here is some quick and easy tips to get prepared.

First, you must have a functional unsubscribe link and add your add your contact information. It is essential to put that information in all your messages.

# EXPRESS CONSENTS

To manage your express consents, it is important to change your subscription form to a consent form. The main reason is to always keep track of your subscriptions and to know since when the consent was given, which is impossible to know with only a subscription form. Si you must be able to answer those two questions: At the date of sending (eg : 6 months ago), had that person subscribed? How did I get the consent? Son, try to find a way to keep track of the obtaining method, for example, by phone, in a meeting, by email, etc. as well as the exact date of express consent.

# IMPLIED CONSENTS

Regarding your implicit consents, which is the people with whom you had a business relationship such as a request for information, submission or a business transaction. This type of subscription involves a consent that has an expiration date. For your customers, the deadline is 2 years and the counter resets every time the same customer makes a transaction. For email addresses collected in any other way, the deadline is 6 months. That's why you must do what you can to get their explicit consent to continue sending them your emails after that date. The best business consent practices are the opt-in or the double opt-in with opt-out option. For implicit subscribers that you obtained before the law was legislated, you have 3 years to convert them to explicit consent.

## DON'TS

Do not offer to remove these contacts (implicit subscribers) from your mailing list. Do not send them a message asking them to opt out of your mailings either. The goal is not that they unsubscribe from your list, but to turn their implied consent into explicit consent. Offer the subscription, but do not send a separate email to offer it. The results will not be conclusive and you may lose interested contacts.

## HOW TO OBTAIN CONSENT?

There are several options available to collect the consent of your contacts depending on their situation. The first option is to send a message to contacts whose consent expires in a month via automated scenarios. You can also add a section to the content of your messages that explains that from the date of their end of consent, you will no longer be able to send them your relevant information. So, encourage them to click on a call to action to continue their subscription. You are free to present it the way you want or is the most relevant to your business.

# HOW TO KEEP PROOF OF CONSENT?

It is important to keep all the evidence of consent you may need if you ever get a complaint. For email addresses that are collected via a form, you should keep the form name and a copy of it to easily find what is written in it. Then, for phone consents, try to keep a copy of the call or to send an email confirmation to the contact after your conversation. This also applies to consents obtained verbally during a business meeting or event, for example. If it is an event, you could create an electronic or paper form that you will scan later to keep evidence of it at all times.

For implied consents, keep a record of all your customers' transactions, inquiries or any other written request and dates.



# COMPLAINT MANAGEMENT, HOW TO PREPARE FOR IT?

To be well prepared to handle complaints, you should organize your messages. By segmenting your consent center, everyone can subscribe to the communications they need. For example, a contact can subscribe to newsletters about the company's events and blog, but not want to receive current promotions. In addition, we advise to define your data gathering methods. Inform your future contacts of what you will do with their email address. For example, you can mention your communications frequency, and mention the use you will make of their email address. Avoid unpleasant surprises and stay true to what you promise.

You could also create a consent center, which keeps track of transactions data and dates. A consent center also keeps proof of subscription or information on the source and subscription method. It should also consider renewals and other updates in your contact list. In this way, if you ever have complaints, you have evidence that you are following the law with proven facts. For many other reasons, you should also keep track of all your mailings.

## TO WRAP UP

If we recap, you must first have a functional unsubscribe link. Do some tests to see if it really works, because it could really penalize you if it does not. Then you must add your contact information in all your messages, without any exception. Then, maximize your efforts to convert subscriptions into consents. You can use several methods, just find the one that best suits your business. This will be a good start to update your contact list under Bill C-28.

What should you do once all this is done? Prepare your mailing systems and use your implicit consents. The Dialog Insight platform has several features that allow you to manage your contacts consent. To learn more about our C-28 solutions, visit our anti-spam section on our website: [c28.dialoginsight.com/](https://c28.dialoginsight.com/) or contact us to speak to a specialist: [info@dialoginsight.com](mailto:info@dialoginsight.com).



# ABOUT DIALOG INSIGHT

One of the most effective ways to achieve your growth goals is to take control of your customer data to maximize your marketing efforts.

At Dialog Insight, we believe that each of our customers is unique and that their needs are specific. Therefore, we have developed a platform that adapts to your changing context. On the one hand, we provide you with a unified platform that centralized customer database, campaign orchestration tools, and detailed analysis of your performance. On the other, we offer strategic support services aligned to your needs.

Whether you're looking to increase sales or engage your customers, leverage customer insights you've gathered over time. You will communicate in a more relevant, coherent and personalized way than ever before. Make every point of contact an opportunity to offer your customers a brand experience beyond their expectations.

**With Dialog Insight at your side, you are more than ever the master of your success.**

