CASL for Charities and Not-For-Profits
Charity and Not-For-Profit Law

Date: Tuesday, November 11, 2014 | 11:45 am
Location: Twenty Toronto Street Conferences and Events
20 Toronto Street, 2nd Floor, Toronto
Program Chairs: Camille Jordaan, Borden Ladner Gervais LLP
Andrew Valentine, Miller Thomson LLP

Canada’s Anti-Spam Legislation came into effect on July 1, 2014. With it have come a host of questions on compliance and enforcement - many arising from the charity and not-for-profit sector. If you represent charities and NPOs, or are in-house counsel, attend this program to find out the impacts of CASL on Charities/NPOs and what strategies you should put in place to ensure compliance with this sweeping legislation.

Register now to secure your spot, and to discuss best practices with your peers.

11:45am Registration and Buffet Lunch
12:15 pm Welcome and Opening Remarks
12:20pm An Overview of the Legislation and Regulations
Adrian Liu, Borden Ladner Gervais LLP
- Intent of the legislation
- “CEM”
- Obtaining “valid express consent” in compliance with CASL
- Enforcement

12:50pm The Treatment of Charities and NPOs
David Elder, Stikeman Elliott LLP
- What types of activities are offside for charities vs. NPOs?
- Meeting the “primary purpose” standard with respect to fundraising emails
- Analyzing the updated CASL CRTC FAQ as it relates to charities/NPOs
- Examples of emails that would likely fall short of the “primary purpose” standard
- “Commercial Character”

1:20pm Ensuring Your Charity/NPO Clients Have a Bulletproof Compliance Strategy in Place
Ryan Prendergast, Carters Professional Corporation
- Compliance strategies for small vs. larger organizations
- Which parts of the organization need to be a part of the compliance strategy?
- Document management and retention strategies: Advising your clients on what they need to document and how, and how long they need to keep it for

1:50pm Panel Discussion/Q&A Session
David Elder, Stikeman Elliott LLP
Adrian Liu, Borden Ladner Gervais LLP
Ryan Prendergast, Carters Professional Corporation
Join your Charity/NPO law colleagues and expert practitioners in the area of privacy law for an interactive, dynamic discussion of the implications of CASL for charities/NPOs and to brainstorm solutions and ways forward during the transitional phase of this important and far-reaching piece of legislation.

2:15pm Program Concludes

Registrants are encouraged to prepare questions for the speakers in advance of the program. Questions can be emailed to abuchanan@oba.org. Please note that we will do our best to address as many questions as possible during the program.

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*plus applicable taxes

**Registration for the Live format closes 1 day before the program. Late registrations and walk-ins not available. Webcast registration will remain open.