

Why we are requesting your signature permission to contact you is to begin our compliance with the new Bill C-28 which became active on 1 January 2013:

Federal privacy legislation, the Personal Information Protection and Electronic Documents Act (PIPEDA), sets out the rules for the collection, use and disclosure of such personal information, and these continue to apply under the new Act. Under PIPEDA, an organization may not collect personal information without the knowledge or consent of an individual unless the information is publicly available (according to regulations). In addition, the organization must state the purpose of the collection of that information.

Bill C-28: Canada's Anti-Spam Legislation

What is spam?

Spam can be defined as any electronic commercial message sent without the express or implied 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. *(In our case it is any item that requests you to purchase something, ie: membership or fundraising)*

What about text messages or "cellphone spam"? Is it covered?

Yes. The legislation takes a technology-neutral approach, so that 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, as with the National Do Not Call List (DNCL), for political parties and charities?

The legislation does not apply to non-commercial activity. Political parties and charities that engage Canadians through email are not subject to the legislation 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 24 months, volunteered or performed volunteer work in the last 24 months, or were a member of the organization in the last 24 months. These exceptions apply to registered charities, political parties and candidates in federal, provincial, territorial or municipal elections.

If you are raising funds for charitable or other non-profit purposes, you must ensure that your messages are truthful and accurate in order to avoid potential concerns under the Competition Act.

I _____
PRINT DATE

give the Congress of Black Women of Manitoba, Inc. permission to contact me electronically, via regular mailings and by any and all my related phone numbers.

SIGNATURE