

# ANTI-SPAM POLICY

## **Intent**

EventSimple (or the Company) will ensure to act in accordance with Canada's Anti-Spam Legislation (CASL).

## **Definitions**

Spam: any electronic commercial message sent without the express 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.

## **Guidelines**

EventSimple understands the goal of the anti-spam legislation in Canada is to deter damaging and misleading forms of spam. EventSimple realizes that education and awareness are the key to ensuring the right steps are taken to combat spam. EventSimple will ensure that network security program, spam filters and anti-virus software is utilized at all times on all company computers and related technologies.

In order to achieve the goals of the anti-spam legislation, EventSimple will ensure to act in compliance with Canada's Anti-Spam Legislation. In order to ensure compliance, commercial electronic messages (email marketing) done by EventSimple will be based on a consumer opt-in approach. EventSimple will gain consent for commercial electronic messages purposes prior to sending commercial messages (including emails), unless we have a pre-existing business relationship with the client, candidate, business partner, independent contractor, or affiliate, as in these particular cases consent is considered to be implied.

EventSimple shall ensure the following practices are followed when using electronic messaging for marketing purposes:

- Maintain rigorous email list management practices
- Include all essential company information predominantly within the message such as our name and contact information (including address and phone number)
- Include an opt-in approach to allow subscribers to confirm they want EventSimple's messages
- Include an opt-out (or unsubscribe) message that is simple and conspicuous within the email