

Canada's Anti-Spam Legislation – Compliance Basics: (the following information was obtained from Canada's Anti-Spam Legislation website)

To send a [commercial electronic message](#) to an [electronic address](#), you need to have the recipient's consent, to identify yourself, to offer an unsubscribe mechanism and to be truthful.

- **Consent: You must have a form of valid consent.**
The Wonderful Wedding Show asked Brides to Opt-In and choose which wedding services they wished to receive information about from the Wonderful Wedding Show and participating partners (exhibitors). Attendees who chose not to opt-in are not included on the List.
[How can I obtain express consent?](#) What's the difference between [express consent and implied consent](#)?
- **Identification: Clearly identify yourself and your organization.**
Email marketing should mention that the Bride is being contacted because they requested to receive information from select vendors at the Wonderful Wedding Show. You must include your mailing address. You must also include a phone number for accessing an agent or a voice messaging system, an email address, or a web address for you or the person on whose behalf you are sending the message.
- **This Attendee Data should be maintained as a separate list in any of your existing subscriber data bases to ensure it is not used for any other unauthorized purposes.**
- **Unsubscribe mechanism: Provide an [unsubscribe mechanism](#) that is functional for 60 days.** See [examples of acceptable unsubscribe mechanisms](#).
- **Truth in advertising: Your messages must not be false or misleading.** They must not have false or misleading sender information, subject matter information, URLs and/or metadata.
- [Click here](#) to view Canada's Anti-Spam Legislation website to learn more about Anti-Spam compliance regulations.

Additional Helpful Hints

- Have a Subscribe / Unsubscribe button
Remind the attendee how they subscribed to your email marketing list
- Pick a call to action (i.e. Click Here for More, Buy Now, Download your Copy Here)
- Include a special offer (If not your call to action)
- Keep design and content minimal (You don't want subscribers on your email all day, you want to direct them to your website or social media. You also don't want to make your newsletter to cluttered with images, as it will be hard to read.)
- Make sure images have alt text. (Text that appears when images don't show up or load properly, explains what the picture is)
- Always link images (People are more likely to click on an image than a link)
- **ALWAYS TEST YOUR ENEWSLETTER** (sometimes it can appear fine while editing but always test your newsletter before sending to attendees)
- **Individual Personalized Emails:** *If sending emails in regular email software such as Outlook or Gmail, etc, you should send an individual personalized email to each contact - **DO NOT** send in mass emails (i.e. to more than one person at a time) as your email may be marked as spam and blocked. **If you choose to send an email to multiple contacts at one time you must Bcc (Blind Copy) all of the email addresses so no other email addresses are visible to the recipient.** Regular emails need to also include an unsubscribe option. (with programs like MailChimp you can send to multiple contacts at one time)*