

Constant Contact to Host Free Webinar Series on Canada's New Anti-Spam Legislation

Participants will learn about the new laws and how they affect all marketers digitally interacting with Canadian customers

TORONTO & VANCOUVER, British Columbia--([BUSINESS WIRE](#))--As businesses across Canada prepare for the eventual implementation of [Canada's Anti-Spam Legislation, Constant Contact® Inc.](#) (NASDAQ: CTCT) is guiding small businesses through these new laws now to help them prepare. This fall the company will host a multi-part webinar series, "Opt-in Canada!," aimed at educating small business and nonprofit marketers on how this new legislation will affect interactions with Canadian customers and what steps they can take to ensure continued marketing success through the legal changes.

Canada's Anti-Spam Legislation (CASL) establishes a framework for permission-based marketing, including email marketing, social media marketing, text, and other electronic messaging. CASL offers more strict regulations on who can send commercial electronic messages to whom and what it means to "consent" to receiving commercial messages. The laws will be applicable to all messages sent or received in Canada, regardless of the country of origin.

[The first webinar](#), being held on September 26 at 1 pm ET, will provide attendees with a background on CASL and how it differs from current Canadian spam laws. Hosted by Constant Contact Canadian Regional Development Directors Lisa Kember and Guy Steeves, the webinar will feature [Shaun Brown](#), Canadian lawyer practicing at nNovation LLP and CASL expert. Brown is the author of *A Complete Guide to e-Marketing under Canada's Anti-Spam Legislation* and, together with Kember and Steeves, will teach small businesses and nonprofits what they need to know about CASL and field audience questions.

"Shaun shares our passion for helping businesses navigate through these potentially confusing times, and we are very excited to host him as part of this webinar series," said Steeves. "He is one of the preeminent thought leaders on Canadian spam law and privacy, and by authoring what may be the first complete guide to CASL, you might say he literally wrote the book on the topic."

The second "Opt-in Canada!" webinar will focus on effective strategies and best practices surrounding permission-based online marketing, covering topics such as growing contact lists through express consent, and why permission-based marketing goes beyond legal requirement and into effective marketing strategy. This webinar will take place in late November.

"The impending CASL legislation is an opportunity for marketers to refresh themselves on the benefits of permission-based marketing – always a winning strategy," said Kember. "The best use of your time and money on platforms like email and social media is to communicate with those who want to hear from you. In these webinars, we're looking forward to giving attendees a host of great tips on how to grow and maintain your customer relationships the right way."

For more information or to register for the webinar series, visit Constant Contact's Learning Center, located here: <http://www.constantcontact.com/learning-center/webinars/live/index.jsp>.

About Constant Contact®, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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