

**Electronic Communication Consent Template Form**

*This walk-in consent template provides general information and interpretation of CASL. This document was created to provide a practical application to CASL in the automotive industry. SCI MarketView is not responsible for actions taken by readers. For all legal matters, readers are encouraged to speak with their own legal counsel.*

New Canadian Legislation will now regulate the Commercial Electronic Messages (CEM) we may use to contact you. A CEM is an electronic message sent by any means of telecommunication that encourages participation in a commercial activity, regardless of whether there is an expectation of profit.

Forms of electronic messages:

* Includes e-mail, text, sound, voice or image messages, possibly some social media content;
* Applies also to smartphones and personal digital assistance devices.

We here at ***<Insert Dealership Name>*** would like to request consent from you in receiving our messages!

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| **CONSENT GRANTED** |
| I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, give <*Insert Dealership Name>* located at *<Insert Dealership Address>* consent to communicate with me through any form of electronic message containing content about:   * *<Insert Communication Content Grouping>* * *<Insert Communication Content Grouping>* * *<Insert Communication Content Grouping>* * *<Insert Communication Content Grouping>* * *<Insert Communication Content Grouping>*     \*You can unsubscribe your consent at any time by emailing to: [<](mailto:consent@%3cdealership_address%3e.com)Unsubscribe Email Address> |

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| **CONSENT DECLINED** |
| I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, do **not** consent to electronic messaging from <*Insert Dealership Name>* located at *<Insert Dealership Address>* containing content about:   * *<Insert Communication Content Grouping>* * *<Insert Communication Content Grouping>* * *<Insert Communication Content Grouping>* * *<Insert Communication Content Grouping>* * *<Insert Communication Content Grouping>* |

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Home Phone (\_\_\_\_\_) \_\_\_\_\_\_-\_\_\_\_\_\_\_\_\_\_\_\_ Mobile Phone (\_\_\_\_\_) \_\_\_\_\_\_-\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_