



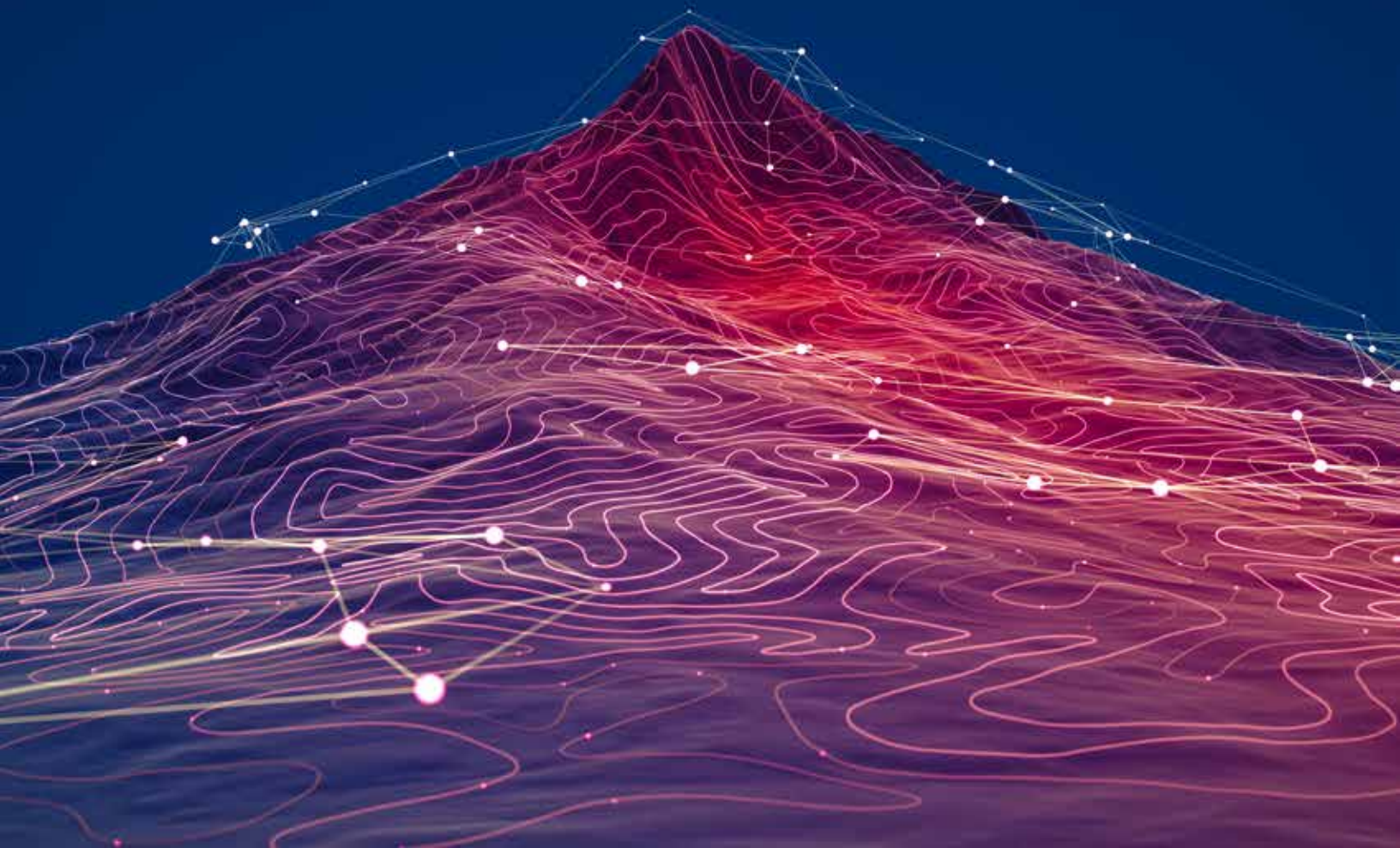
Innovation, Science and  
Economic Development Canada

Innovation, Sciences et  
Développement économique Canada

Canada

# Canada's anti-spam legislation

Performance Measurement Report 2024-2025



# TABLE OF CONTENTS

- 1. Introduction** **3**
- 2. Partners** **4**
- 3. Context and trends** **5**
- 4. Results** **6**
  - 4.1 Setting policy and ensuring coordination** **6**
    - 4.1.1 National Coordinating Body 6
  - 4.2 Promoting Compliance** **7**
    - 4.2.1 Office of Consumer Affairs 7
    - 4.2.2 Canadian Radio-television and Telecommunications Commission 8
    - 4.2.3 Competition Bureau 9
    - 4.2.4 Office of the Privacy Commissioner of Canada 10
  - 4.3 Domestic and international cooperation** **10**
    - 4.3.1 Canadian Radio-television and Telecommunications Commission 11
    - 4.3.2 Competition Bureau 12
    - 4.3.3 Office of the Privacy Commissioner of Canada 13
  - 4.4 Monitoring compliance** **14**
    - 4.4.1 Canadian Radio-television and Telecommunications Commission 14
    - 4.4.2 Competition Bureau 15
    - 4.4.3 Office of the Privacy Commissioner of Canada 15
  - 4.5 Enforcing CASL** **15**
    - 4.5.1 Canadian Radio-television and Telecommunications Commission 15
    - 4.5.2 Competition Bureau 15
    - 4.5.3 Office of the Privacy Commissioner of Canada 16
- 5. Summary** **18**
- Annex A: CASL logic model** **19**

# 1. INTRODUCTION

Canada's anti-spam legislation (CASL) was created in 2014 as a civil administrative regime to reinforce best practices in email marketing and to combat spam and related cyber threats. In doing so, it encourages the proper use of digital technology by commercial actors, thereby protecting consumers and building trust in the digital economy. CASL exists within the broader cybersecurity ecosystem, which encompasses complex digital issues and laws related to telecommunications, content creation and dissemination, national security, cybercrime, privacy and data protection as well as technological advancements including artificial intelligence (AI).

**CASL plays an important role in promoting Canada's security and economic prosperity by setting rules for commercial activity to prevent:**

- › Spamming
- › Deceptive Online Marketing Practices
- › Malware
- › Hacking
- › Address Harvesting
- › Privacy Invasion

This report provides an overview of the activities undertaken under the CASL initiative and is based on CASL's Performance Measurement Strategy, which provides a framework to support the management and delivery of the CASL initiative by:

- › ensuring an efficient, continuous and strategic monitoring and collection of performance measurement data;
- › ensuring regular evaluation of outcomes and their impact on the Canadian economy; and
- › improving public awareness around the legislation by providing pertinent information about CASL's environment, the role and activities of the organizations involved in its implementation, and the overall effectiveness of the regime.



## 2. PARTNERS

The CASL initiative requires the involvement, expertise and collaboration of various federal government organizations and agencies that hold overall responsibility and accountability for its implementation and management. Their roles and responsibilities are described below:

### CASL INITIATIVE



#### NON ENFORCEMENT (ISED)

##### National Coordinating Body (NCB)

The NCB resides within ISED's Privacy and Data Protection Directorate. It:

- conducts policy development and oversight, including monitoring and reporting on the regime's overall effectiveness
- oversees public communication and outreach activities

##### Office of Consumer Affairs (OCA)

The OCA promotes the interests and protection of Canadians participating in the marketplace. It:

- coordinates CASL consumer and business education and awareness efforts
- manages the [Fightspam.gc.ca](https://fightspam.gc.ca) website

#### ENFORCEMENT

##### Canadian Radio-television and Telecommunications Commission (CRTC)

The CRTC is an independent, quasi-judicial tribunal that regulates the Canadian communications sector in the public interest. The CRTC holds public consultations on telecommunications and broadcasting matters and makes decisions based on the public record. Under CASL, it:

- investigates potential violations of rules against sending spam, altering transmission data and installing software on computer systems and/or networks without consent
- promotes compliance through outreach, warning letters and other enforcement actions,
- hosts the Spam Reporting Centre, the central point for individuals to report spam, file complaints and alert enforcement agencies about alleged CASL violations

##### Competition Bureau (the Bureau)

The Bureau is an independent law enforcement agency. Through amendments to the *Competition Act*, it:

- enforces CASL and investigates cases of false or misleading electronic representations and deceptive marketing practices in the electronic marketplace, including false or misleading sender or subject matter information, electronic messages, and locator information, such as URLs and metadata
- encourages compliance with CASL-related *Competition Act* provisions through outreach, advocacy and enforcement. Under the *Competition Act*, matters can be resolved through consent agreements, court orders, fines and monetary penalties

##### Office of the Privacy Commissioner of Canada (OPC)

The OPC is an agent of Parliament. Through amendments to the *Personal Information Protection and Electronic Documents Act* (PIPEDA), it:

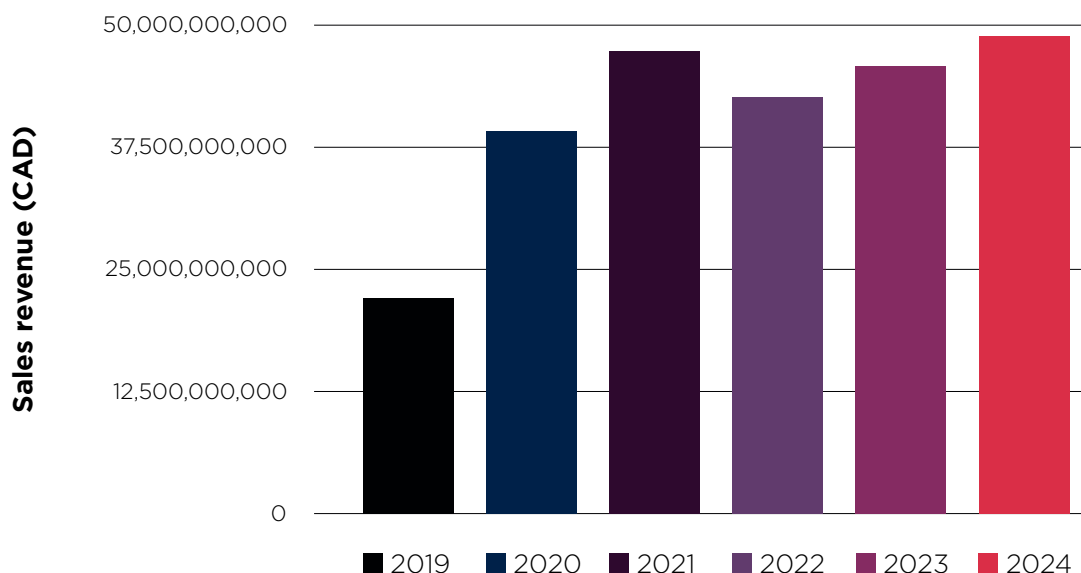
- enforces and investigates the unauthorized collection and use of electronic addresses through the use of computer programs and of individuals' personal information through unlawful access to their computer systems, via any means of telecommunication
- encourages compliance with CASL-related PIPEDA provisions through outreach and remedies, such as voluntary commitments, or an order obtained via application to the Federal Court (the OPC does not have the power to apply or enforce AMPs).



### 3. CONTEXT AND TRENDS

Technology is continuously transforming the way Canadians live, work, socialize – and engage in commercial activity. Increased connectivity is providing consumers with unprecedented convenience and choice, and changing how companies interact with customers. COVID-19 accelerated this shift.

#### Growth in retail trade e-commerce sales from 2019 to 2024 in Canada



Statistics Canada. [Table 20-10-0056-03 Monthly retail trade e-commerce sales \(x 1,000\)](#)

However as digital opportunities expand so do the risks, with spam continuing to be a primary vector of electronic threats. Technologies like AI, cloud computing, and advanced analytics offer unprecedented convenience and insights, but they also heighten concerns around privacy and cybersecurity.

- › [Proofpoint](#) reports that over 90 percent of phishing attacks begin with an email.
- › [According to the OECD](#), more than half of spam and malicious emails are now AI-generated, making them more convincing and harder to detect.

- › False or misleading representations, including in electronic messages, are the leading type of complaint received by the [Competition Bureau](#).
- › In 2024-2025, 374 (55 percent) of all breaches that were reported to the OPC were identified as cyber incidents, compared to 321 (46 percent) in 2023-2024.

## 4. RESULTS

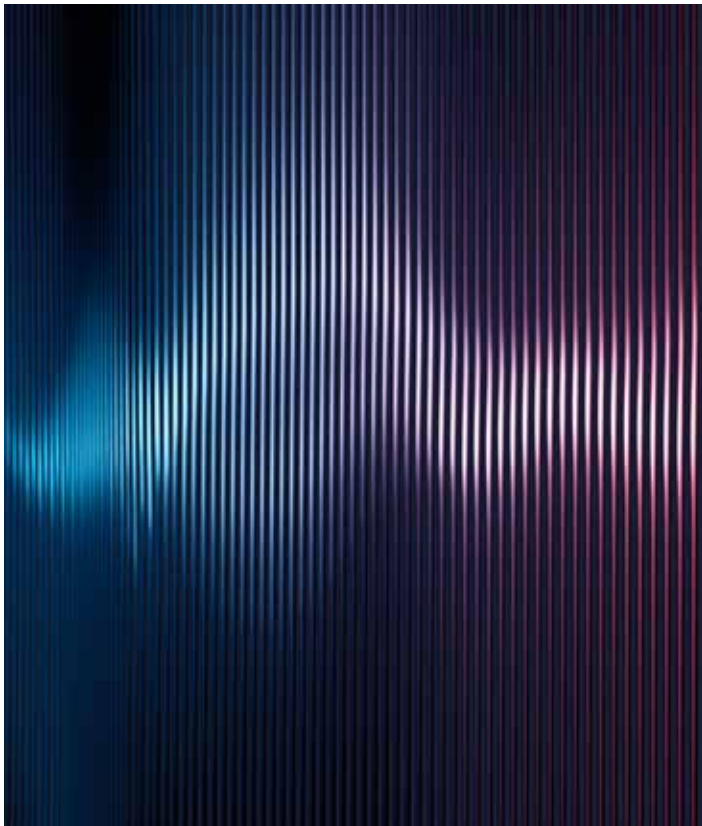
### 4.1 SETTING POLICY AND ENSURING COORDINATION

#### 4.1.1. National Coordinating Body

ISED houses the National Coordinating Body (NCB) for the CASL initiative. The NCB is the policy lead for the initiative and is generally responsible for conducting oversight, monitoring and reporting on the regime's overall effectiveness, and overseeing public communication and outreach activities. To effectively uphold these responsibilities, the NCB continuously monitors developments in CASL's environment, including technological advancements in the digital economy, related domestic and international policy and legislative frameworks, the evolution of electronic threats, and other pertinent data and trends. The NCB is also responsible for informing and advising on all developments relating to CASL management and policy.

#### In 2024-25, the NCB:

- › Collaborated with the departments of Justice, Public Safety, Canadian Heritage and other federal departments and agencies on regulatory initiatives touching on CASL-related issues (Bill C-27 - the *Digital Charter Implementation Act*, Bill C-63 - the *Online Harms Act*, the National Cyber Security Strategy and the *Statutes Repeal Act, 2024*)
- › Advised on CASL-related policy issues, including consequential and technical amendments to CASL
- › Collaborated with the CRTC and other partners to respond to the OAG's Combatting Cyber Crime report recommendations
- › Collaborated with CASL partners to keep the CASL website and the submission form for the Spam Reporting Centre up to date
- › Led the development of the 2023-24 CASL Performance Measurement Report in collaboration with CASL partners
- › Coordinated CASL governance activities, such as the DG Steering Committee and working groups, and engaged CASL partners to discuss policy and strategy
- › Participated in domestic and international working groups and fora related to cybersecurity, privacy and AI such as ICANN, OECD, Ransomware and anti-scam working groups, and the Messaging, Malware and Mobile Anti-Abuse Working Group (M3AAWG)
- › Participated in trade negotiations in collaboration with Global Affairs Canada
- › Appeared before parliamentary committees such as the Senate Standing Committee on Legal and Constitutional Affairs in the context of the *Statutes Repeal Act, 2024*



## 4.2 PROMOTING COMPLIANCE

### 4.2.1 Office of Consumer Affairs

The Office of Consumer Affairs (OCA) is responsible for the creation and maintenance of communications products that increase awareness of CASL. These products present information to both Canadian businesses and consumers to enhance their understanding of the legislation's compliance obligations and the protections in place to safeguard them from spam and other electronic threats as specified in CASL.

The OCA continued its CASL outreach and awareness efforts in 2024-2025. Some highlights include:

- › A Google advertising and marketing campaign promoting CASL compliance to the business audience and driving traffic to the newly created "[Texting for good client relations](#)" page on the CASL website. The campaign ran from December 17, 2024 to March 23, 2025, and combined Search Engine Marketing (SEM), as well as LinkedIn static image InMail ads. The LinkedIn ads advised business owners that CASL is applicable to all SMS messages sent and goes a long way in maintaining good customer relations. **A total of 7,430 visits**, (accounting for 94 percent of traffic to the page during this period) can be directly attributed to the campaign, resulting in an increased number of business owners viewing information on compliance requirements. The campaign click-through rate was more than double the ISED benchmark average amount of time on the page, which indicated a strong interest in the subject matter and confirms that we were engaging with the correct audience.

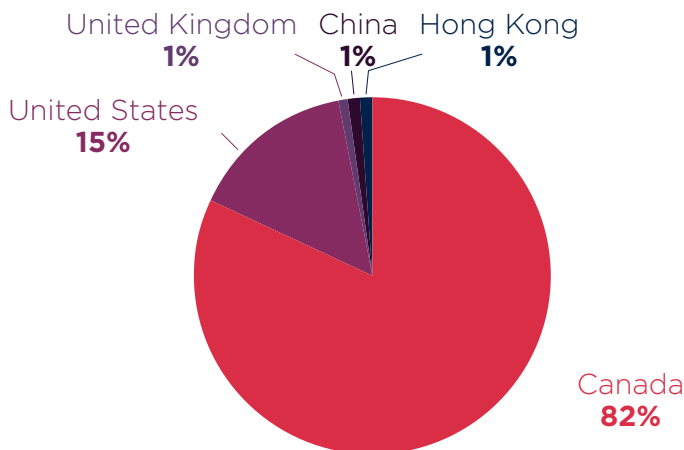
- › Six social media campaigns promoted CASL-related information to consumer and business audiences in 2024-25. Together, the campaigns generated a total of **13,889 impressions**, representing the number of times the campaign posts appeared on users' screens. Featured posts included a [holiday-themed message to raise awareness during a period of high SMS phishing activity](#), as well as posts on [how texts to clients can be CASL-compliant](#).

**The OCA regularly updates [fightspam.gc.ca](#) content, including the "[Spam news](#)" section of the website. This section contains notices, warnings, and enforcement actions.**

Spam sent into Canada is subject to CASL, regardless of its country of origin. Consequently, the legislation and the CASL website are of interest to anyone wishing to send commercial electronic messages to or from Canada, and to anyone interested in cybersecurity.



In 2024-2025, there were 122,454 visits to the [fightspam.gc.ca](https://fightspam.gc.ca) website. The distribution of visitors by country was:



### 4.2.1.1 Key media coverage trends

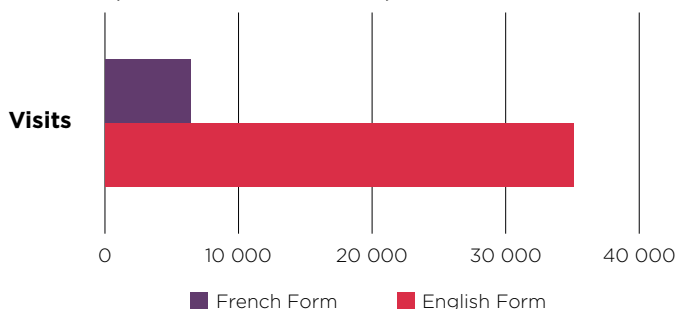
#### Trends and Insights

**In 2024-2025, traffic to the French CASL homepage increased by 23 percent.**

In 2024-2025, 88 percent of homepage visitors who explored the “[Understand Canada’s anti-spam legislation](#)” page proceeded to read the more detailed information page “[Understanding Canada’s anti-spam legislation](#)”.

#### Access to the Report spam form

In 2024-2025, the [report spam](#) form, which allows individuals to submit complaints about spam and is featured on the [fightspam.gc.ca](https://fightspam.gc.ca) website, received over 38,000 visits:



## 4.2.2 Canadian Radio-television and Telecommunications Commission

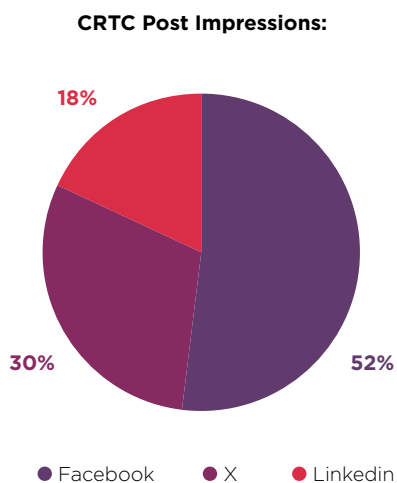
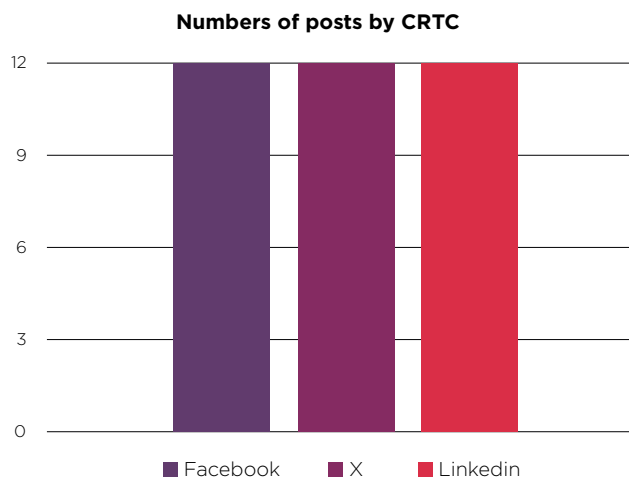
To help promote compliance with CASL, the CRTC uses a wide range of tools such as education and outreach, information bulletins, FAQs, news releases, enforcement advisories, and social media channels.

In 2024-2025, the CRTC also held industry information sessions. During these sessions, the CRTC encouraged businesses to comply with CASL and reminded them of the penalties for non-compliance which can be found on the CRTC’s website.

To help promote compliance with CASL, in November 2024, the CRTC conducted an analysis of approximately 25 companies that had received a noticeably higher number of complaints. For these companies, the CRTC assessed whether the commercial electronic messages (CEMs) they sent to Canadians followed the rules under CASL. For example, the CRTC evaluated whether the companies obtained the proper consent to send CEMs or whether a functioning unsubscribe mechanism was in place. Where potential violations were identified, warning letters were sent to remind the companies of their responsibilities under CASL and cautioned that continued non-compliance may result in further enforcement action.

The CRTC also continued to raise awareness of CASL with Canadians. In 2024-2025, highlights of the CRTC’s outreach activities include:

- › 36 social media posts using Facebook, X and LinkedIn reaching 11,518 users
- › Over 22,870 views of the of [Spam and malware | CRTC](#) webpage
- › Issuing alerts in December warning Canadians to stay vigilant during the holiday season
- › Highlighting a “scam of the week” during [Fraud Prevention Month](#)
- › Publishing biannual [Snapshots of CASL enforcement activities](#)



### 4.2.3 Competition Bureau

The Bureau increases awareness of CASL-related issues in a number of ways in order to reach as many Canadian consumers and businesses as possible. In 2024-2025, initiatives undertaken by the Bureau included:

- › [Fraud Prevention Month](#) (“FPM”) – Each March, the Bureau collaborates with the Royal Canadian Mounted Police (RCMP) and the Canadian Anti-Fraud Centre (CAFC) to chair the FPM. As co-chairs, the three organizations collaborate to leverage their respective expertise and expand the fight against fraud nationwide.

- › [Telemarketing Scams Consumer Alert](#) – In March 2025, the Bureau published a consumer alert titled “Telemarketing scams – old news or more convincing than ever?” The alert warned Canadians about the evolving nature of telemarketing scams and highlighted how fraudsters are using increasingly sophisticated telecommunications technologies, such as spoofed phone numbers and impersonation tactics, to deceive consumers. This initiative aligns with CASL’s objectives by addressing deceptive marketing practices conducted through oral communications by telecommunications, a provision introduced through CASL amendments to the *Competition Act*. The alert also encouraged Canadians to report suspicious activity, supporting broader public awareness and consumer protection goals.
- › [2024 Competition Summit – Competition in the AI Era](#) – In May 2024, the Bureau hosted the Competition Summit: Competition in the AI Era, bringing together over 1,000 participants from across Canada and around the world. The event featured expert panels and keynote speakers who explored how artificial intelligence is reshaping competition, innovation, and consumer protection. Discussions included the potential for AI to amplify deceptive marketing practices, such as the generation of misleading content in digital advertising and communications. The Summit reinforced the importance of collaboration among regulators, academics, and industry to address emerging risks in the digital economy and ensure compliance with laws like CASL.

- › [The Deceptive Marketing Practices Digest – Volume 7](#) - This edition of the Deceptive Marketing Practices Digest examines three topics: misleading environmental claims, commonly referred to as greenwashing; deceptive practices in online reviews and endorsements, including undisclosed paid promotions and fake testimonials; and the Bureau’s continued participation in the International Consumer Protection and Enforcement Network (ICPEN). The section on digital deception highlights how businesses may use social media and other digital platforms to mislead consumers, reinforcing the importance of addressing false or misleading representations in electronic communications. The Digest also emphasizes the value of international collaboration in tackling deceptive marketing practices in the digital economy.

#### **4.2.4 Office of the Privacy Commissioner of Canada**

With a view to promoting compliance with CASL and the *Personal Information Protection and Electronic Documents Act* (PIPEDA), the federal private-sector privacy law, which covers the collection, use and disclosure of personal information in the course of commercial activities, the OPC develops and publishes guidance for businesses that conduct email marketing. The OPC also provides information and resources for individuals about CASL, including on how to protect their personal information, recognize spam, identify malware, and better protect their inbox, computer and mobile devices.

The [CASL page](#) on the OPC website is the OPC’s primary information-sharing tool.

#### **In 2024-2025, the OPC:**

- › Published tips for individuals on how to [identify the most common types of deceptive design patterns](#) - techniques that encourage users to give online more personal information than necessary- as well as [best practices for businesses to avoid deceptive design](#)
- › Published a new tip sheet with information on [how to limit the risk of identity theft](#), and shared this information with Canadians across the country through a radio campaign
- › Responded to 44 CASL-related calls, enquiries and submissions from individuals and businesses
- › Published 12 social media posts promoting CASL-related information, using X and LinkedIn, which resulted in 7,044 impressions
- › Received 9,285 unique page views of its CASL-related web pages
- › Delivered a presentation on “Understanding the intersection between CASL and PIPEDA” at the October 2024 Canadian Email Summit in Toronto

## **4.3 DOMESTIC AND INTERNATIONAL COOPERATION**

CASL promotes both domestic and international cooperation to combat spam, malware, deceptive online representations and other online threats. It aims to protect Canadians from the misuse of digital technology while ensuring businesses can compete globally. This is achieved through various partnerships and collaborative efforts. CASL partners build relationships with organizations across the globe to better fulfill their mandates and promote stronger online safety standards.

### 4.3.1 Canadian Radio-television and Telecommunications Commission

The CRTC continues to work with domestic and international partners to help promote compliance with CASL.

#### In 2024-2025, the CRTC:

- › Collaborated with members from over 26 countries as part of the Unsolicited Communications Enforcement Network (UCENet) to address problems relating to spam and unsolicited communication
- › Expanded the number of partners that share data with it to enhance the identification of individuals or groups suspected of operating malware campaigns
- › Held educational outreach sessions with personnel from other enforcement bodies, public institutions, and industry stakeholders who were affected by harmful online activities

## MEMBERS FROM OVER 26 COUNTRIES

### Canada (CA)

#### Memorandum of Understanding:

[Competition Bureau \(CB\)](#) and [Office of the Privacy Commissioner \(OPC\)](#)  
[Consumer Protection Authority of British Columbia](#)

#### Enforcement Collaboration:

[Royal Canadian Mounted Police \(RCMP\)](#)

### United States (US)

#### Memorandum of Understanding:

[Federal Trade Commission \(FTC\)](#)  
[Federal Communications Commission \(FCC\)](#)

#### Enforcement Collaboration:

[Federal Bureau of Investigation \(FBI\)](#)



### United Kingdom (UK)

#### Memorandum of Understanding:

[Information Commissioner's Office \(ICO\)](#)

### Japan (JP)

#### Memorandum of Understanding:

[Ministry of Internal Affairs and Communications](#)

### Australia (AU)

#### Memorandum of Understanding:

[Australian Communications and Media Authority \(ACMA\)](#)

#### Enforcement Collaboration:

[Australian Federal Police \(AFP\)](#)

### New Zealand (NZ)

#### Memorandum of Understanding:

[Department of Internal Affairs \(DIA\)](#)



### 4.3.2 Competition Bureau

Along with honouring foreign assistance requests, the Bureau remained active with a number of international and domestic partnerships and working groups including:

- › Organization for Economic Cooperation and Development (“OECD”)
- › International Consumer Protection Enforcement Network (“ICPEN”)
- › Global Anti-Fraud Enforcement Network (“GAEN”), formerly known as International Mass Marketing Fraud Working Group
- › Canadian Digital Regulators Forum
- › Canadian Anti-Fraud Centre, Joint Management Team
- › Toronto Strategic Partnership
- › Alberta Partnership Against Cross-Border Fraud
- › Pacific Partnership Against Cross-Border Fraud
- › Quebec Strategic Partnership



The [Canadian Digital Regulators Forum](#), established in 2023, brings together the Competition Bureau, the CRTC, and the OPC (and since September 2024 the Copyright Board of Canada), to harness their collective expertise. The Forum aims to strengthen the work of all three agencies so they may better respond to the scale, speed, and complexity of digital markets. In May 2024, the Commissioner of Competition, Matthew Boswell, officially handed over the duties of chairing the Forum to Privacy Commissioner Philippe Dufresne. In its [second year](#), the Forum continued to advance its collaborative efforts.

In 2024-2025, the Bureau’s highlights include:

- › Launching a new speaker series focused on digital regulation, featuring experts from academia, industry, and civil society
- › Developing a shared digital glossary to promote consistent terminology and understanding across agencies
- › Publishing a joint statement outlining the Forum’s shared vision and approach to regulating digital markets
- › Advancing work on a shared digital case study to support cross-agency learning and training
- › Continuing to build internal capacity through joint learning initiatives and knowledge sharing

### 4.3.3 Office of the Privacy Commissioner of Canada

#### International cooperation

The OPC is a member of several international regulatory networks concerned with online privacy and data protection, including:

- › the [Global Privacy Assembly](#) (GPA), which connects more than 130 data protection and privacy authorities worldwide to foster international collaboration, including on enforcement within privacy and across regulatory spheres
- › the Roundtable of G7 Data Protection and Privacy Authorities
- › the [Global Privacy Enforcement Network](#) (GPEN), an informal network of over 80 privacy authorities, where the OPC is a member of the management committee, leads/ participates in enforcement activities/ discussions and hosts/administers the GPEN website
- › the Unsolicited Communications Enforcement Network (UCENet) of regulatory authorities seeking to combat unlawful telecommunications, spam, and other electronic threats

In 2024-2025, the OPC participated in various international initiatives.

- › At the October 2024 annual GPA meeting in Jersey, members endorsed two resolutions co-sponsored by the OPC: one on certification mechanisms that promote the adoption and streamlining of privacy and data protection standards; and a second on data free flow with trust and the effective regulation of global data flows. The OPC co-chairs the GPA's International Enforcement Cooperation Working Group (IEWG) which fosters enforcement cooperation on critical global privacy issues. In October 2024, the OPC and 15 other IEWG members issued a concluding statement on data scraping, following their engagement with social media companies and industry representatives. The statement sets out expectations on what companies should do to ensure that individuals are protected from such unlawful activity. The OPC also co-chaired the GPA's Digital Citizen and Consumer Working Group (DCCWG), which focuses on the intersections between privacy and other regulatory spheres and promotes cross-regulatory cooperation.
- › In July 2024, the OPC and 25 privacy enforcement authorities from across Canada and around the world, issued their findings following the conduct of a 2024 GPEN Sweep into organizations' practices regarding the use of deceptive design patterns on websites and apps. Global GPEN and OPC Sweep reports and related OPC guidance material were subsequently published.
- › In October 2024, the Privacy Commissioner met with his counterparts at the G7 Roundtable in Rome, which focused on the role of data protection authorities in the regulation of AI. The G7 group members released joint statements relating to their role in fostering trustworthy AI, and on child-appropriate AI.

- › In June 2024 and November 2024, the OPC participated in the 61st and 62nd [Asia Pacific Privacy Authorities](#) (APPA) forums: At the virtual 61st forum, the Privacy Commissioner led a discussion on age assurance: how and when online services should confirm the age of a user in order to restrict young people from accessing certain content. At the 62nd forum in Tokyo, the Privacy Commissioner participated in a discussion on leveraging data and research and engaging with youth to better understand their issues and perspectives, and support youth privacy. APPA members also acknowledged the need for shared strategies for enhancing collaboration and jurisdictional cooperation.
- › The OPC also attended the October 2024 UCENet Annual Meeting in Toronto.
- › In April 2024, the OPC announced that it had joined the Global Cooperation Arrangement for Privacy Enforcement (Global CAPE), a voluntary, non-binding arrangement that allows participating data protection authorities to cooperate in cross-border data protection and privacy enforcement.
- › Finally, the OPC entered into new information-sharing and cooperation memoranda of understanding with the US Federal Communications Commission (August 2024), the Nigerian Data Protection Commission, and the Brazilian Data Protection Authority (November 2024).
- › Following their October 2024 meeting in Toronto, the FPT Information and Privacy Commissioners and ombuds with responsibility for privacy oversight issued joint resolutions on “Responsible information sharing in situations involving intimate partner violence” and on “Identifying and mitigating harms from privacy-related deceptive design patterns”.
- › In November 2024, the FPT information and privacy authorities held an investigators’ conference to share mutual investigative challenges, and best practices and solutions adopted to address them.
- › May 2024 saw the OPC publish a press release on the successful first year of the Canadian Digital Regulators Forum (CDRF). That same month, the Privacy Commissioner assumed the role of CDRF Chair. The Forum has since focused on exploring how the proliferation of synthetic media, content generated by AI including deepfakes, impacts each member’s mandate.

## 4.4 MONITORING COMPLIANCE

### 4.4.1 Canadian Radio-television and Telecommunications Commission

The CRTC hosts the Spam Reporting Centre (SRC). Through the SRC, Canadians provide the CRTC and other CASL partners with essential information on spam and potential violations of CASL.

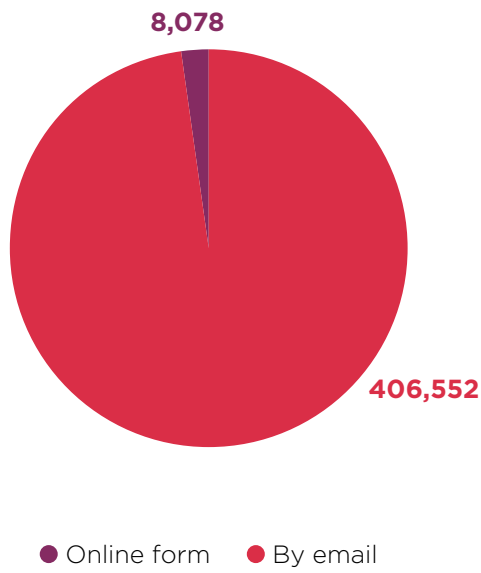
In 2024–2025, Canadians submitted 414,630 complaints to the SRC. Approximately 8,078 of these complaints were submitted using the [online form](#), which represents only about 2.1 percent of total complaints. The remainder of complaints were sent by email to [spam@fightspam.gc.ca](mailto:spam@fightspam.gc.ca).

### Domestic cooperation

In 2024-2025, the OPC participated in various domestic initiatives.

- › Federal, Provincial and Territorial (FPT) information and privacy commissioners meet regularly to address public policy matters and education opportunities of mutual interest.
- › Operationally, the OPC liaises with its domestic counterparts from Alberta, British Columbia and Quebec through meetings of the Private Sector Privacy Forum and Domestic Enforcement.

### SRC Submissions



The CRTC’s Compliance and Enforcement sector monitors and conducts analysis on Canadians’ submissions to the SRC and uses this information to support investigations and enforcement actions.

#### 4.4.2 Competition Bureau

The Compliance Monitoring Unit of the Bureau’s Deceptive Marketing Practices Directorate monitors matters, including CASL-related issues, that have been resolved via consent agreements, criminal sentencing orders, alternative case resolutions or other court orders.

#### 4.4.3 Office of the Privacy Commissioner of Canada

Through its Compliance Monitoring Unit, the OPC engages with organizations to ensure they honour their commitments to the Office and implement satisfactory measures to address the OPC’s recommendations stemming from investigations and compliance agreements.

## 4.5 ENFORCING CASL

### 4.5.1 Canadian Radio-television and Telecommunications Commission

The CRTC is responsible for promoting compliance with sections 6 through 9 of CASL. The CRTC has the authority to investigate and take action against individuals or businesses that do not comply with CASL within a civil regulatory regime, including imposing administrative monetary penalties (AMPs).

In general, the CRTC’s focus is on individuals and businesses who send CEMs without the recipient’s consent or those who install programs on computers or networks without consent during the course of commercial activity. This includes malicious computer programs and spam messages.

Since CASL came into force in 2014, the CRTC’s enforcement actions have resulted in over \$3.6 million in AMPs. More information can be found at [Enforcement actions | CRTC](#).

#### In 2024-2025, enforcement highlights include:

- › 260 Notices to Produce
- › 33 Warning Letters
- › 14 Preservation Demands
- › 2 Undertakings
- › Issuing over \$137,000 in AMPs

### 4.5.2 Competition Bureau

The Bureau again this year initiated, pursued and resolved CASL-related matters involving false or misleading representations in the sender, subject or content of electronic messages, or in locator information such as URLs. The Bureau must conduct its investigations in private and as such, enforcement actions are often not publicly available.

**Here are three CASL-related enforcement actions undertaken last fiscal year that were made public:**

- › An [agreement was reached with SiriusXM Canada](#) to resolve concerns over misleading subscription price representations. The Bureau's investigation found that, outside Quebec, Sirius advertised satellite radio and streaming plans at prices that were unattainable due to an undisclosed mandatory fee—a practice known as drip pricing. The Bureau concluded that the company promoted its subscription services on its website, as well as in promotional emails and direct mail sent to Canadians.
- › Legal [proceedings have been initiated against Rogers Communications Inc.](#) for allegedly misrepresenting its Infinite wireless phone plans as offering unlimited data. The Bureau has filed an [application with the Competition Tribunal](#) seeking to halt the misleading advertising, impose a monetary penalty, and secure restitution for affected customers.
- › To advance an ongoing [investigation into potentially misleading marketing practices by Amazon](#), the Bureau obtained a second court order. The investigation relates to claims made by Amazon that may be influenced by reviews and ratings, a factor that could affect how products are ranked and displayed on their website and mobile app. The Bureau is looking to determine if Amazon's marketing practices raise concerns under the deceptive marketing provisions of the *Competition Act*.

### 4.5.3 Office of the Privacy Commissioner of Canada

**In 2024-2025, key enforcement highlights include joint investigations:**

- › With the UK Information Commissioner's Office into the global direct-to-consumer genetic testing company 23andMe
- › With counterparts in Alberta, BC and Quebec into TikTok's privacy practices, in particular as they relate to younger users, and the privacy practices of OpenAI with regard to ChatGPT
- › And with counterparts in Alberta and BC into the privacy practices of Certn (Canada) Inc.

In 2024-2025, 14 complaints deemed CASL-related were submitted by individuals to the OPC. These concerned individuals allegedly being sent unsolicited CEMs by private sector organizations, the alleged failure of organizations to offer the option to unsubscribe from such communications, or the alleged failure to act upon an unsubscribe request when received. The OPC dealt with 7 of the complaints through its early resolution investigative process, which is meant to conclude complaints without having to proceed with a lengthy investigation. In the remaining 7 complaints, the OPC recommended that the individuals first address their concerns with the privacy officer of the relevant organization, or report the matter to the Spam Reporting Centre. An additional 12 complaints received by the OPC were ultimately deemed to not be CASL-relevant or outside our jurisdiction. Individuals were directed to first engage with the organizations involved, or guided to seek resolution through alternative channels such as the Do Not Call List and/or the Canada Anti-Fraud Centre.

Thanks to CASL's initial amendments made to PIPEDA, the OPC has been able to collaborate and share information more easily with other domestic and international data protection authorities on compliance and enforcement matters.

Internationally, in June 2024, the OPC and the UK Information Commissioner's Office opened a joint investigation into a data breach discovered in October 2023 at the global direct-to-consumer genetic testing company 23andMe. 23andMe is a custodian of sensitive personal information, which can reveal information about an individual and their family, including their health, ethnicity, and biological relationships. The investigation examined: the scope of information exposed by the breach and potential harms to affected individuals, whether 23andMe had adequate safeguards to protect the sensitive information within its control, and whether it gave adequate notification about the breach to the Offices and affected individuals, as required under Canadian and UK privacy laws.

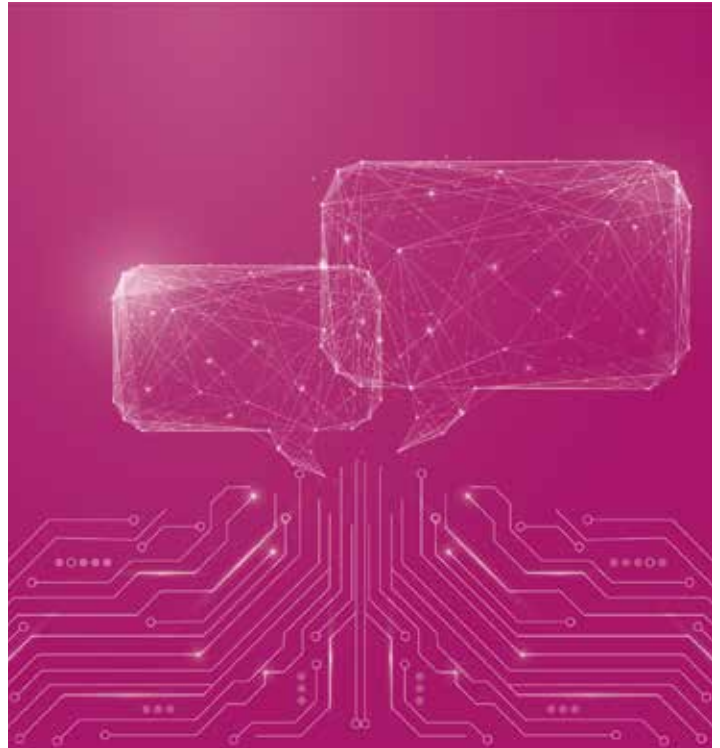
Domestically, the OPC collaborates on investigations with privacy enforcement counterparts typically in Alberta, British Columbia (BC) and Quebec as a result of their substantially similar private sector legislation and mandates. This includes joint enforcement activities.

- › The year 2024-2025 continued to see the OPC and its counterparts in Alberta, BC and Quebec advance joint investigations into social media platform TikTok's privacy practices, in particular as they relate to younger users, and the privacy practices of OpenAI with regard to its AI-powered chatbot ChatGPT. Further work continued with Alberta and BC on ongoing joint investigations into related privacy breaches at a financial institution and one of its software providers.
- › In May 2024, the OPC, Alberta and BC launched a joint investigation into the privacy practices of Certn (Canada) Inc., a company that offers background checking services, including tenant screening, to landlords and property managers. The Offices are examining whether: Certn is compliant with the consent provisions under PIPEDA and provincial private sector privacy laws; if the company ensures that the information it collects, uses, and discloses for tenant screening is sufficiently accurate, complete, and up to date; and whether the purposes for which it collects that information are appropriate in the circumstances.



## 5. SUMMARY

E-commerce in Canada continues to trend upwards. This represents opportunities for Canadian businesses and consumers, but also threats. Indeed, cyberthreats, including those regulated by CASL, are on the rise. CASL partners delivered tangible results for Canadians in 2024-2025 in addressing these threats by raising awareness and promoting compliance, protecting Canadians by enforcing CASL and cooperating with Canadian and international partners, as well as ensuring the overall effectiveness of the regime. The CASL initiative is a key framework for privacy and data protection in Canada, directly supporting the government's priorities of economic growth through a trusted digital environment.



# ANNEX A: CASL LOGIC MODEL

