



To be a CEM, the message **MUST**:

- Be in the form of an email, text message or instant message
- The message relates, even if it's not the dominant purpose, to a transaction, act or conduct that has a commercial character such as:
 - Purchasing, selling, bartering or leasing products, goods, services or land;
 - Providing a business, investment or gaming opportunity; or
 - Advertising or promoting any of these activities
- Not relate to any University charitable fundraising activities
- Not relate to the core activities of Queen's (ie.: academics & research)

CONSIDER: Does the CEM relate to:

- Communications between Queen's employees re: core activities
- A response to a request, inquiry, complaint or application
- A legal obligation or to enforce a legal right
- Organization to organization communications related to their core activities
- A communication sent to a foreign jurisdiction

CONSIDER: Is the CEM:

- Providing a quote or estimate requested by the recipient
- Facilitating, completing or confirming a commercial transaction
- Providing warranty or product safety information
- Providing information about ongoing purchases, loans, subscriptions, memberships, accounts, employment relations, employee benefit plans or product updates

No **EXEMPTIONS** apply. Do you have **CONSENT** to send the CEM?

Is the **CONSENT IMPLIED** or **EXPRESS**?

The recipient has:

- An existing business relationship with Queen's in the preceding 2 years
- An existing non-business relationship with Queen's in the preceding 2 years (ie: donor, alumni, volunteer)
- Conspicuously published their business contact information AND the recipient has not indicated a wish not to receive unsolicited CEMs; and your message is relevant to the recipient's business, role, functions or duties in a business or official capacity

Express consent may be oral or written (but must be documented) and remains in effect until the recipient "unsubscribes" from future messages

Consent not required

CEM should include:

- The name of the Queen's unit sending the message
- The mailing address, telephone number, email or web address for the Queen's unit seeking consent (or a link to a website containing this information); and
- Information about how to unsubscribe from future CEMs