



address into a blank field, or by replying to an email request with the subject header "Subscribe".

It must clearly describe what is being consented to must contain a mandatory statement explaining that consent may be withdrawn.

- o Accordingly, next to the unchecked box or blank field, there should be a phrase like "Sign me up for electronic messages containing news, information, offers, and other items of interest from Laurentian University. I recognize that I may unsubscribe at any time."



An existing business relationship means a business relationship between Laurentian University and the recipient arising from the purchase of goods or a service, within the preceding two (2) year period. If a person's only point of contact with Laurentian University was the making of an inquiry or application to Laurentian University, the implied consent period lasts for only six (6) months.

An existing non-business relationship means a relationship between Laurentian University and the recipient arising from:

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March 1, 2017, messages could be sent to that individual until March 1, 2019. If, however, the individual decides to participate again in another event during the two (2) year period, on March 1, 2018, the two (2) year period would restart, meaning that messages could continue to be sent to that individual until March 1, 2020.

The Canadian Radio-television and Telecommunications Commission (CRTC) has provided a helpful FAQ guide that can be found at the following link: <http://crtc.gc.ca/eng/com500/faq500.htm>. This document has served as a reference for the questions listed above.