Is the message a Commercial Electronic Message (CEM)?

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 (i.e. academics and 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

Do you have CONSENT to send the CEM?

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 (i.e. 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

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

SEND THE MESSAGE