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- A message promoting and charging admission to third party sporting events or concerts
- A message about special offers, contests or promotions

## 2.4 What are the exemptions to CASL?

Messages that do not relate to the core activities of UFV may nevertheless be exempted from CASL. The following messages provide a full exemption, meaning that they do not require consent or the content requirements or the unsubscribe mechanism.

For example, messages sent within UFV, between employees, that concern the activities of UFV, are exempt. Also exempt are messages sent between organizations if the organizations have a relationship and the message concerns the activities of the organizations (known as the “business to business” exemption).

The exemptions are as follows:

- (a) Messages sent by or on behalf of an individual to another individual with whom they have a personal or family relationship;
- (b) Messages sent to a person who is engaged in a commercial activity and consists solely of an inquiry or application related to that activity;
- (c) Messages sent within an organization that concern the activities of that organization;
- (d) Messages sent between organizations with a relationship that concern the activities of the receiving organization;
- (e) Messages sent in response to requests, inquiries or complaints, or otherwise solicited by the recipient;
- (f) Messages sent to satisfy, provide notice of, or enforce a right, legal or juridical obligation;
- (g) Messages sent on an electronic messaging service if the required information is provided in the message header (ETBT1 0 0 1 131.66 39.131.6)12





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