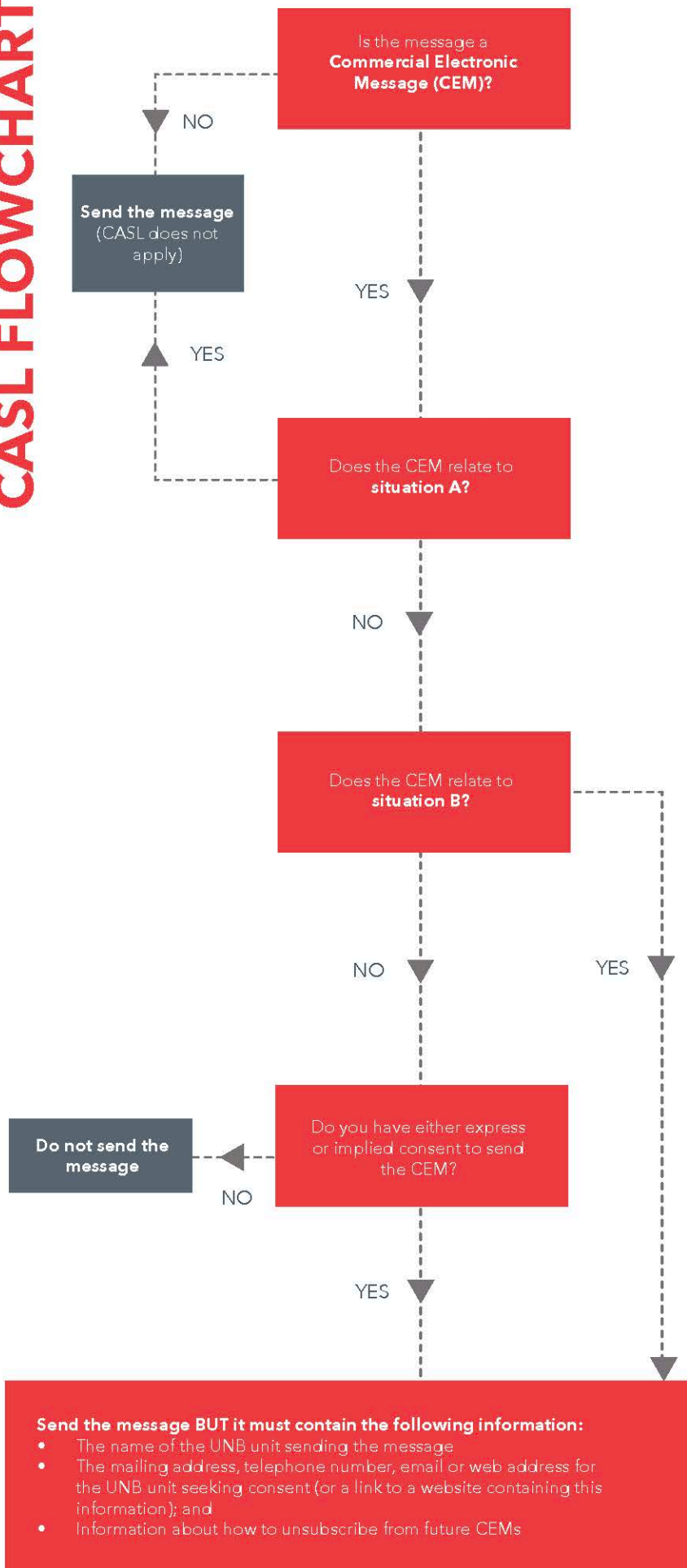


CASL FLOWCHART



To be a CEM, the message must:

- Be in the form of an email, text message or direct message
- Not relate to any university charitable fundraising activities
- Not relate to the core activities of UNB, AND
- Have a commercial element such as:
 - Purchasing, selling, bartering or leasing products
 - Providing a business, investment or gaming opportunity; OR
 - Advertising or promoting any of these activities

Situation A: The CEM relates to:

- Communication between UNB employees re: core activities
- A response to a request, inquiry, complaint or application
- A legal obligation or to enforce a legal right
- Communication sent to a foreign jurisdiction
- Communication between UNB and another organization that concerns the activities of the other organization and UNB has a relationship with that organization

Situation B: The CEM relates to:

- 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

Express Consent

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

Implied Consent

The recipient has:

- An existing business relationship with UNB in the preceding 2 years
- An existing non-business relationship with UNB in the preceding 2 years (i.e. donor, volunteer, alumni)
- 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