



CRTC Issues \$100,000 AMP for SMS Text Marketing

Posted by [Derek A. Lackey, Editor](#) / May 02, 2018

The bear is out from hibernation. Having been strangely silent since June 12, 2017, CRTC has announced a couple of new undertakings recently.

CRTC provides some additional guidance regarding SMS text marketing and gets very creative in setting the monetary penalty. Of the \$100,000 AMP, \$25,000 goes to Revenue Canada while the other \$75,000 is paid to 514 BILLET customers in the form of \$10 discount coupons.

It is good to see CASL being enforced. The law is sensible and balanced and will allow us to continue using email and SMS Texts for many years. CASL will help make electronic messaging reliable forms of communication. Left unchecked, businesses collectively would force many recipients to simply stop using email and SMS Text. They would not even bother checking their email inbox because of all the irrelevant email sent to them. Eventually (maybe even now for some businesses) the open rates would be so insignificant, businesses would realize that their intended message (transactional or CEM) are not getting to the target. They would realize that another method of deliver such as direct mail, gets the job done. For more detail regarding the undertaking, read on.

Undertaking: 9118-9076 QUÃ‰BEC INC. and 9310-6359 QUÃ‰BEC INC. (514-BILLETS)

File No.: 9090-2015-00415

Date of the undertaking (signed by all the parties): 15 March 2018

Monetary compensation: \$100,000

Persons who entered into an undertaking

Acts and omissions covered by the undertaking and provisions at issue

Amount owing and summary of other conditions

[CRTC](#)

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