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| **CONSUMER****Category** | **Why** | **When** | **Where/Who** | **Examples** |
| Product Safety | Consumer Protection and Transparency | Manufacturing, Testing and Quality Control  | [Consumer Product Safety Act](https://laws-lois.justice.gc.ca/eng/acts/c-1.68/fulltext.html) (Consumer Affairs)  | What safety standards will your new product or product new to Canada require? Imported products made outside Canada you must ensure they comply with the standards and advertising |
| Labelling  | Consumer Protection and Transparency | Creating or Selling a brand or product  | [Consumer Packaging and True Labelling Act](https://lois-laws.justice.gc.ca/eng/regulations/C.R.C.%2C_c._417/)(Health Canada) | How will you design your packaging to comply with labelling requirements? Nutritional labelling, disclosure of ingredients, weights and quantities |
| Vehicle Safety | Consumer Protection and Safety Standards | Regulates mandatory minimums for Vehicles  | [Motor Vehicle Safety Act](https://www.tc.gc.ca/eng/acts-regulations/acts-1993c16.htm) (Ministry of Transport) | How will your digital marketing campaign for your auto client be truthful about safety standards? Seat belts and Air Bags. Fuel efficiency minimums. |
| Food and Drug Safety | Consumer Protection and Transparency | Monitors the sale of food, drugs and cosmetics | [Food and Drug Act](https://lois-laws.justice.gc.ca/eng/regulations/C.R.C.%2C_c._417/)(Health Canada) | How will you label a new wellness product that is imported? Creation of new products including labelling, must receive inspection and approval. Includes beverages and Veterinarian products |
| Clothing Safety | Consumer Protection and Transparency | Regulates the labelling of clothing, carpets and bedding textiles | [Textile Labelling Act](https://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/02908.html)(Competition Bureau) | What marketing research will you do to determine fibres for your new clothes line?Disclose specific fibers and content of textiles are subject to inspection |
| Marketing Fraud | Consumer Protection | Regulates misleading Advertising and Marketing Fraud | [Competition Act](https://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/04267.html) (Competition Bureau) | What promises is your marketing campaign making about the customer experience?Ponzi Pyramid schemes, Bate and Switch schemes and predatory pricing  |
| Marketing to Kids | Unique challenges for digital engagement with Youth | Process to engage and disclose Guardians and Parents  | [PIPEDA](https://www.priv.gc.ca/en/privacy-topics/business-privacy/bus_kids/02_05_d_62_tips/)CMA Standards(see below) | What about video games at daycares?Gaming sites that collect personal data?the OPC takes the position that, in all but exceptional circumstances, this means anyone under the age of 13 |
| Financial Products | Consumer and Investor Education and Protection | Define disclosure standards and selling practices  | [Financial Consumer Agency Act](https://laws-lois.justice.gc.ca/eng/acts/F-11.1/) (Minster of Finance)(FCAC Financial Consumer Agency of Canada) | What rate of interest will you advertise for your client’s financing on a purchase? Audit and Supervise compliance by financial firms with various Acts such as the Interest Act – how much is charged on your mortgage or credit cardSupervises disclosure of product contractsFinancial Fraud and selling practices complaints |

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| **SOCIETY Category** | **Why** | **When** | **Where/Who** | **Examples** |
| Environmental Protections | Sustainability of Products and Services created for Consumers and Business | Permits, Conservation, Indigenous Lands, and Environmental Impacts | [Canada Environmental Protections Act](https://www.canada.ca/en/services/environment/conservation.html), [Canadian Environmental Assessment Act](file:///Users/mum/Documents/Spring%202020/Spring%202020%20Course%20Development/Marketing%20Course%20OER/OER%20Textbook/Regulatory%20Review%20OER%20Marketing/Chpt%205%20Revisions/Canadian%20Environmental%20Assessment%20Act) (Environment Canada) | What is the environmental impact of your product? Is it sustainable? Pictou Pulp Mill Effluents under Fisheries Act or Enbridge Pipelines, [Fisheries Pollutions Protections](https://www.canada.ca/en/environment-climate-change/services/managing-pollution/sources-industry/mining.html). Pollution requirements are often industry specific laws |
| Privacy- General | User/Consumer Identity Protection and Transparency | Data Collection, Storage, and Disclosures  | [Privacy Act](https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-privacy-act/pa_brief/) ( Office of the Privacy Commissioner(OPC))Does NOT cover private companies but provides Ethical guidelines | If your client is a government agency how would you create a marketing plan?Cybersecurity for firms and individualsAll contracts must have a clear option for ‘opting out’Complaints about privacy abuse (identify theft is criminal and would be a RCMP matter) |
| Privacy- Consent | Guidelines for truthfulness and disclosure for consent  | Requirements for interactions with 7 Guiding Principles | New Guidelines under [Privacy Act - Consent](https://www.the-cma.org/regulatory/code-and-guidelines/CMA-Guide-Transparency-for-Consumers) | Do you know what consent your Facebook User agreement allows?Includes Offline and Online interactions |
| PIPEDA-Privacy | Private Sector requirements for digital interactions  | 10 Guiding principles for commercial participation in the Digital Economy for Storage, Data Collection,& Disclosure | [Personal Information Protection and Electronic Documents Act](https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/pipeda_brief/)(PIPEDA) | How would you structure an email campaign?Focus on digital and electronic communications for commercial transactions, does not apply to non-profits, journalists, artists |
| **Category** | **Why** | **When** | **Where/Who** | **Examples** |
| Do Not Call List (DNCL)- Privacy | Private Sector requirements for telemarketing interactions | General telemarketing rules and additional requirements for specific industries e.g. financial services, political parties | [DNCL](https://crtc.gc.ca/eng/phone/telemarketing/) ([Canadian Radio and Telecommunications Commission](https://crtc.gc.ca/eng/home-accueil.htm)) | How would you ethically conduct calls for market research that is exempt?Consumers can sign up not to receive calls[Tips for Companies](https://crtc.gc.ca/eng/internet/aid.htm)[Addresses Spoofing, Scams](https://crtc.gc.ca/eng/phone/telemarketing/identit.htm) |
| Anti-Spam - Privacy | Protect consumers from indiscriminate and deceptive spam, malware and the alteration of transmission data | Laws for Commercial conduct for electronic communications3 requirements | [Canada Anti-spam Legislation](https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/r_o_p/canadas-anti-spam-legislation/) [CASL](https://crtc.gc.ca/eng/internet/anti.htm) ([CRTC](https://crtc.gc.ca/eng/home-accueil.htm), OPC and Competition Bureau)[Anti-spam Guidelines](https://crtc.gc.ca/eng/internet/anti.htm) | How will you manage your email lists to ensure consent and identification? How fast will you manage your unsubscribe function on your e-newsletter?Supervise and can fine companies who receive complaints |
| Financial Reporting and Disclosure | Consumer and Investor Protection through transparency | Produce and provide financial information based on international standards | [Canadian Business Corporation Act](https://www.ic.gc.ca/eic/site/cd-dgc.nsf/eng/cs02653.html)(Industry Canada) | Will your company need to disclose and communicate with stakeholders? Ensures incorporated companies operating in Canada may be required to provide financial details. Publicly listed companies, Non-Profit Companies have specific rules |
| Decency, Censorship and Freedom of Expression | Professional Consumer Communications and Standards | Creating and implementing advertising and integrated communications which are ethically aligned | [Code of Conduct CMA Standards](https://www.the-cma.org/regulatory/code-of-ethics) – No direct laws | How do you market to kids and seniors or “vulnerable” consumers?Are your campaigns accessible for people with disabilities?Standards include: Truthfulness, ProfessionalismAssess Marketing Campaign Limitations |

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| **BUSINESS**Category | **Why** | **When** | **Where/Who** | **Examples** |
| Contract Law | Fulfillment of Goods and Services | Agreements between buyers and sellers, B2B, B2C and Gov’t. Includes consumer and manufactures | [Tort Law-](https://www.mcmillan.ca/files/overview_product_liability_in_canada_c5.pdf) liability for damages or injuries caused by a defective or dangerous product is based on the claim of negligence or on contract law principles (Ministry of Justice) | You can create a verbal contact or accept a payment and enforce a contract, you don’t need a lawyer or paperClass Action Lawsuits of defective products negligent manufacture; negligent design; and negligent failure to warn, for consumer protection |
| Trademark Enforcement | Brand and Intellectual Property Protection | Creating a brand or new product | [Trade Marks Act](https://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/h_wr02360.html) (Intellectual Property Office) | Even ideas can be protected for 10 years. Established the Canada Standard (CS) for labelling |
| Pricing of Products | Fairness and Transparency for Competition |  | [Competition Act](https://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/04267.html) (Competition Bureau) | Consumer and Business protections for both criminal and civil violations including advertising standards Includes mergers, e.g. Banking |