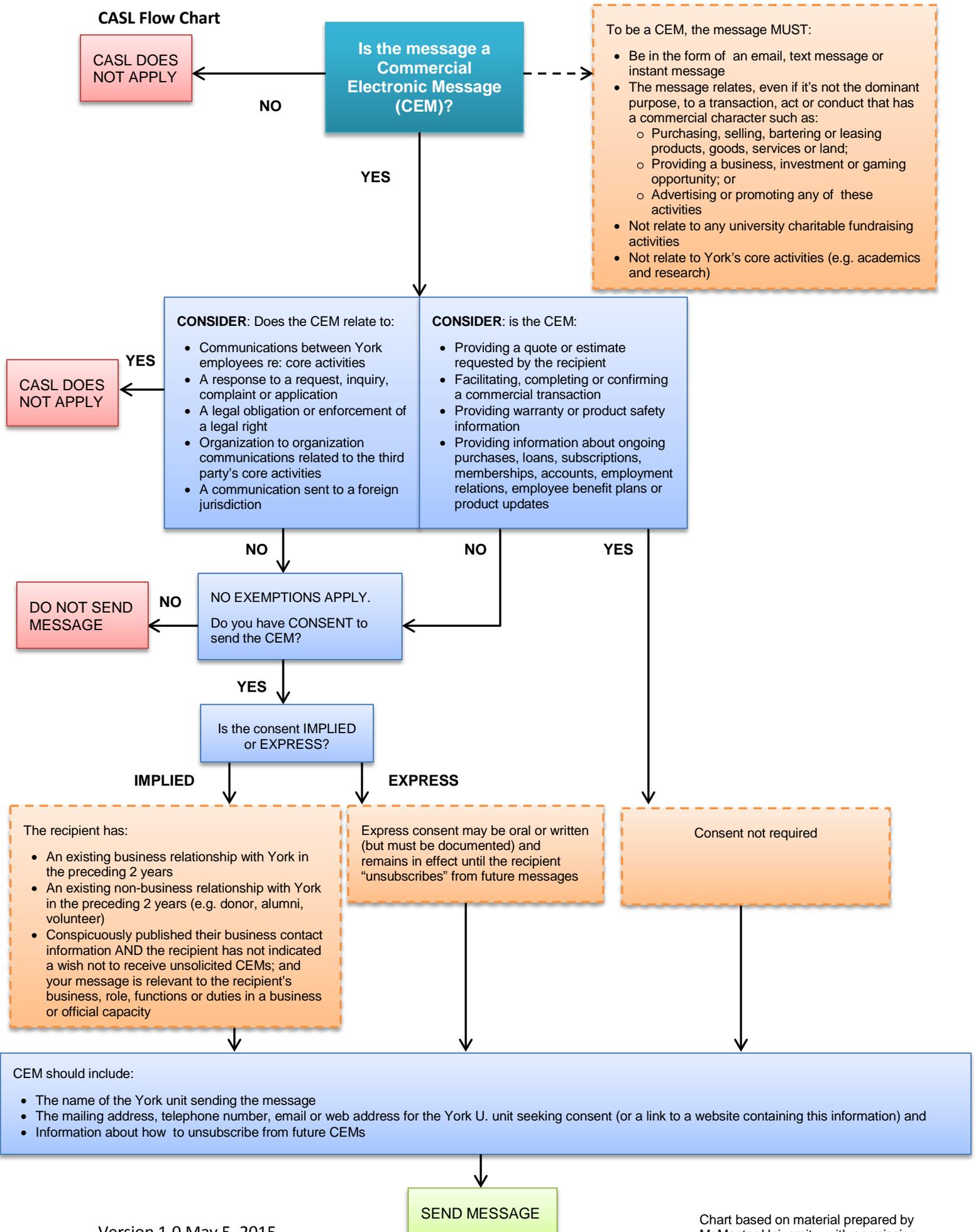


CASL Flow Chart



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 York's core activities (e.g. academics and research)