



## iAddress™ Updater

June 2017, Volume 10, Number 6

### A Note on Flats Tubs and the Pacific Processing Centre

As noted by many of our customers near the PPC, flats tubs have been very difficult to come by. Canada Post has let us know that the plant has been reminded that flats tubs are corporately approved equipment, available for customer use where supplies exist. More flats tubs and lids are being purchased this year to ensure supply during peak usage periods.

Canada Post would also like mailers to know that most equipment is kept and used in Ontario and Quebec. Partners and MSPs in BC planning large mailings can contact the NECF in Mississauga to make arrangements to ship larger quantities to the PPC for specific customer needs.

National Equipment Container Facility (NECF)

Phone: 905-565-0480

Fax: 905-564-6830

E-mail: [necf@canadapost.ca](mailto:necf@canadapost.ca)

We are hopeful the supply issues at the PPC are now resolved. Please let us know if you continue to experience difficulties.

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### Newmarket RVU Downgraded to CDC Level 2

Due to low volumes of commercial mail being inducted at the Newmarket RVU, Canada Post made the decision to downgrade its classification to a Commercial Deposit Center Level 2. This means mailers are now restricted to the following:

Neighbourhood Mail	<ul style="list-style-type: none"><li>• 3 monotainers per mailer per day</li><li>• 96,000 Standard</li><li>• 12,000 Oversize</li></ul>
Incentive Lettermail (Standard) Personalized Mail (Machineable) Personalized Mail (Special Handling) Postal Code Targeting Publications Mail (Special Handling) Publications Mail (Delivery Facility Presort) Letterpost	<ul style="list-style-type: none"><li>• 3 monotainers per mailer per day</li><li>• 50,000 Standard</li><li>• 12,000 Oversize</li></ul>
Parcels	<ul style="list-style-type: none"><li>• 3 monotainers per mailer per day</li><li>• 150 parcels</li><li>• 1,500 packets</li></ul>

This location will no longer accept:

- Machineable Publications Mail
  - Oversize Machineable Incentive Lettermail
  - Double-stacked monotonainers or pallets
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## CASL Update

You may have heard that a key provision in the Canada Anti-Spam Law (CASL) has been suspended indefinitely after numerous concerns and complaints. The suspension covers the Private Right of Action (PRA) clause that would have allowed individuals and groups (class actions) to sue companies as well as their officers, directors and agents for breach of CASL. These lawsuits could be launched if they believed the organization had:

- Sent commercial electronic messages (CEMs) without express or implied consent;
- Sent a CEM message that didn't comply with the prescribed form and content requirements;
- Installed a computer program on a device without consent;
- Sent false or misleading electronic messages; or
- Harvested e-mail addresses.

Since the provision is on hold, organizations who have obtained implied consent during the transition period (July 2014-17) can rely on this to continue sending messages unless the recipient has opted out. Organizations may also send messages to those recipients who have opted in with implied consent valid under CASL.

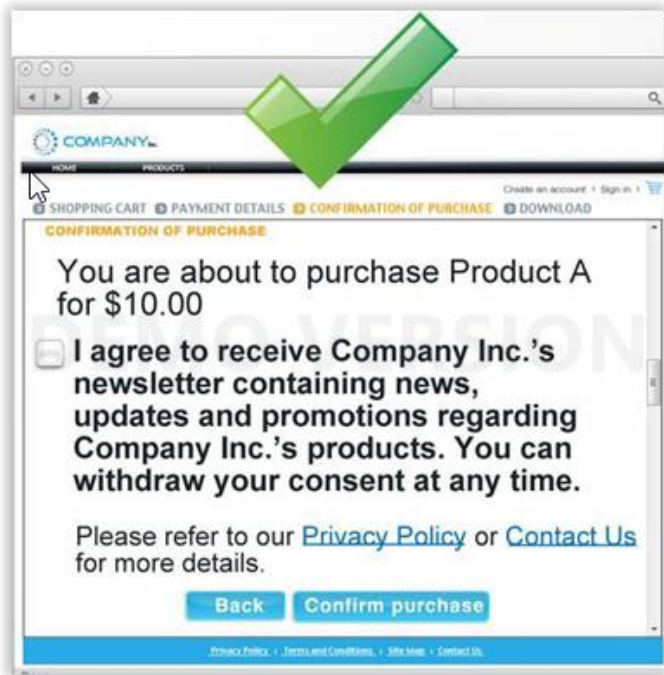
The penalties for not complying with the current legislation are still hefty. Organizations such as Rogers, Compu-Finder Porter Airlines and Plenty of Fish have already been served with substantial fines. In most cases, they were sending CEM's without consent and sometimes had unsubscribe methods which were not effective or did not work all together. It is presently still important to follow the current CASL regulations even though the PRA provision is suspended temporarily.

### **How to make sure you are on the right side of the law:**

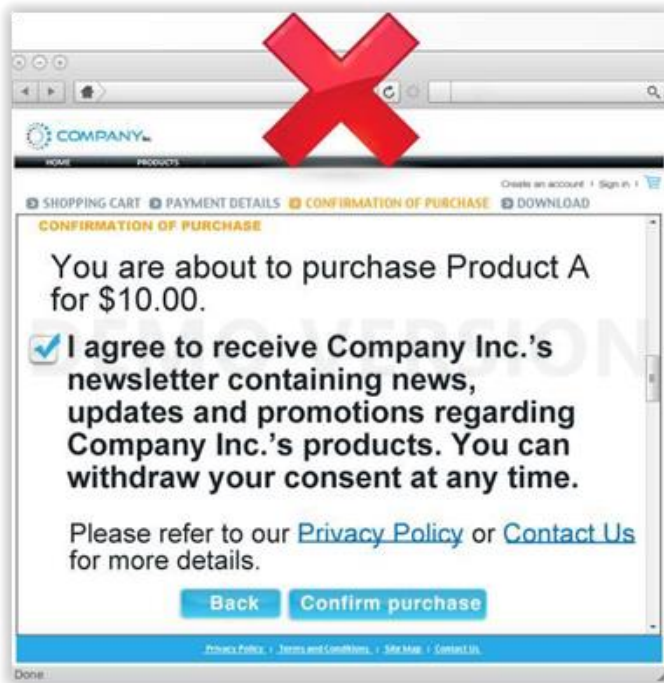
You need to have policies in place to ensure your CEM's are compliant and make sure they are followed. Here are some important requirements:

- Clearly identify business contact information
- Obtain consent valid under current CASL legislation
- Provide an effective unsubscribe process
- Keep all records of consent
- Regularly audit your subscription lists to ensure compliance.

Here is an example of acceptable expressed consent:



Here is an example of what not to do:



It is really important that you take time to ensure that your systems are in compliance with CASL. You don't want to be presented with fines up to \$10 million!

Here's a link to the government site on CASL:

[http://fightspam.gc.ca/eic/site/030.nsf/eng/h\\_00230.html](http://fightspam.gc.ca/eic/site/030.nsf/eng/h_00230.html)

[http://fightspam.gc.ca/eic/site/030.nsf/fra/h\\_00230.html](http://fightspam.gc.ca/eic/site/030.nsf/fra/h_00230.html)

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## Meet our newest team member!

We are so pleased to introduce you to Bisma Ahmad! Bisma joined the Flagship team on May 1, 2017 as part of our administrative team. She is currently learning the ropes and getting our website and social media profiles up to millennial standards! Bisma is French and English bilingual and will be backing up our sales and tech departments with language support. She can be reached at [bisma@flagshipsoftware.com](mailto:bisma@flagshipsoftware.com). We welcome Bisma to our team!



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## Happy Summer to All!

Our newsletter takes a break over the summer and hopefully all of you get to take one too! We'll be back in September with more industry and product information and updates. In the meantime, we hope you have a chance to relax and enjoy the beautiful summer sunshine. Vacation or staycation, we wish you the best!

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## iAddress™ Web Training

Flagship Software continues to offer **Web Training**! If you are a new customer, would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at 416-410-6357 x. 1 or TF 1-866-672-0007 ext. 1 or [carolyn@flagshipsoftware.com](mailto:carolyn@flagshipsoftware.com) to schedule a web session.

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**Our mailing address is:**  
Flagship Software Ltd.  
203-60 King Road  
PO Box 2625  
Richmond Hill, ON L4E 1A6 Canada

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