A - For inclusion in the report

The findings and recommendations of the Horizontal Evaluation of the Canada Anti-Spam Legislation initiative were provided to CASL partners including Innovation, Science and Economic Development Canada, the Canadian Radio-television and Telecommunications Commission (CRTC), the Competition Bureau and the Office of the Privacy Commissioner of Canada. Management of all CASL partners have been consulted with respect to the findings included in this report. CASL partners have endorsed the proposed actions to be taken by April 2019 in response to these recommendations.

B - For follow-up purposes - Detailed actions to address the recommendations in the report

CASL partners including the Office of Consumer Affairs, the Canadian Radio-television and Telecommunications Commission (CRTC), the Competition Bureau and the Office of the Privacy Commissioner of Canada have provided input and have endorsed the proposed actions contained in this management response and action plan. ISED, in its role as the National Coordination Body for the CASL initiative, will coordinate with CASL partners any follow up activities related to this plan.

Recommendation	Planned Action on the Recommendation	Responsible Official (position)	Target completion date
To improve cohesion, the	The National Coordinating	Director General, Marketplace	
CASL partners should re-	Body will cooperate with	Framework Policy Branch	
examine the existing	CASL partners to work to:	Innovation, Science and	
governance structure including		Economic Development	
roles and responsibilities and	- Initial review and update to	Canada	June 2018
the supporting committees.	the terms of reference for the		
	CASL Steering Committee		
	including roles and		
	responsibilities.		
	- Examine activities of CASL		February 2019
	partners in relation to the		
	existing governance		
	structure.		



Recommendation	Planned Action on the Recommendation	Responsible Official (position)	Target completion date
The National Coordinating	The National Coordinating	Director General, Marketplace	
Body should work with CASL	Body will cooperate with	Framework Policy Branch	
partners to strengthen	CASL partners to:	Innovation, Science and	
information sharing in order to	-	Economic Development	
facilitate the management and	- Review and update the terms	Canada	June 2018
delivery of CASL.	of reference for the CASL		
Consideration should be given	Steering Committee with a		
to the sharing of aggregate	view to clarifying		
Spam Reporting Centre reporting data.	information sharing obligations;		
reporting data.	obligations,		
	- Work towards establishing		October 2018
	clear protocols for governing		
	the timely sharing of		
	information amongst CASL		
	partners; and		
			January 2019
	- Explore and identify options		
	for using aggregate SRC		
The CASL partners should	reporting data The National Coordinating	Director General, Marketplace	
collaborate and develop a	Body will cooperate with	Framework Policy Branch	
coordinated approach to	CASL partners to work to:	Innovation, Science and	
education and outreach	or is a paramers to work to.	Economic Development	
activities to improve the	- identify opportunities for	Canada	February 2019
understanding of CASL by	combined/complementary		
businesses, as well as the	action when delivering		
impact and reach of these	CASL messaging and		
activities.	information;		

Recommendation	Planned Action on the Recommendation	Responsible Official (position)	Target completion date
	- communicate the full intent and scope of CASL as it relates to the respective roles and responsibilities of all CASL partners.		April 2019
	- develop regular and systematic means of communicating CASL education and outreach activities; and		June 2019
	- seek to optimize existing educational efforts and resources to achieve increased efficiency and effectiveness.		September 2019
	In addition the NCB will cooperate with CASL partners to work on options for increasing public understanding surrounding performance data and CASL activities that are currently reflected in the annual CASL performance reports. Such efforts will focus on ensuring clear and consistent messages to consumers and businesses.		

Recommendation	Planned Action on the Recommendation	Responsible Official (position)	Target completion date
The National Coordinating Body, in collaboration with the delivery partners, should strengthen its data collection capacity to ensure that performance information is available to assess the impact of CASL.	The National Coordinating Body will work with CASL partners to strengthen internal and external data collection capacity to better measure the reduction of spam and other threats originating in Canada and the impact of CASL on Canadian businesses and	Director General, Marketplace Framework Policy Branch Innovation, Science and Economic Development Canada (ISED)	April 2019
	marketing practices.		