



Management Response and Action Plan

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 CASL partners should re-examine the existing governance structure including roles and responsibilities and the supporting committees.	<p>The National Coordinating Body will cooperate with CASL partners to work to:</p> <ul style="list-style-type: none"> - Initial review and update to the terms of reference for the CASL Steering Committee including roles and responsibilities. - Examine activities of CASL partners in relation to the existing governance structure. 	Director General, Marketplace Framework Policy Branch Innovation, Science and Economic Development Canada	<p>June 2018</p> <p>February 2019</p>

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Recommendation	Planned Action on the Recommendation	Responsible Official (position)	Target completion date
<p>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.</p>	<p>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 marketing practices.</p>	<p>Director General, Marketplace Framework Policy Branch Innovation, Science and Economic Development Canada (ISED)</p>	<p>April 2019</p>