

## Canada's Anti-Spam Legislation (CASL) PhoneBox Commitment to Responsible Communications

PhoneBox respects your privacy and is committed to complying with Canada's Anti-Spam Legislation (CASL).

CASL is a federal law that helps protect Canadians from receiving unwanted commercial electronic messages while ensuring businesses communicate with customers in a transparent and responsible manner.

For more information about CASL, please visit:

Government of Canada:  
<https://ised-isde.canada.ca/site/canada-anti-spam-legislation/en>

Canadian Radio-television and Telecommunications Commission (CRTC):  
<https://crtc.gc.ca/eng/internet/anti.htm>

What is CASL?

Canada's Anti-Spam Legislation (CASL) regulates the sending of Commercial Electronic Messages (CEMs) and certain electronic marketing activities.

The purpose of CASL is to:

- Reduce spam and unwanted electronic communications;
- Protect consumers and businesses from deceptive marketing practices;
- Increase transparency regarding commercial communications;
- Give individuals greater control over the messages they receive.

What is a Commercial Electronic Message (CEM)?

A Commercial Electronic Message (CEM) is any electronic message that encourages participation in a commercial activity, regardless of whether there is an expectation of profit.

Examples include messages that:

- Advertise or promote products or services;
- Offer special promotions, discounts, or contests;
- Encourage the purchase of a product or service;
- Promote a business opportunity;
- Invite customers to subscribe to additional services;
- Market new plans, add-ons, devices, or features.

What Types of Messages Are Considered CEMs?

Commercial Electronic Messages may be sent through various electronic communication channels, including:

- Email
- SMS and text messages
- Instant messaging applications
- Social media messaging platforms
- In-app notifications
- Other electronic messaging systems

A message may still be considered a CEM even if commercial content is only one part of the communication.

#### Messages That May Not Require Consent

Certain communications are permitted under CASL and may not require express consent, including:

- Service notifications
- Billing notifications
- Payment reminders
- Security alerts
- Password reset communications
- Transaction confirmations
- Customer support communications
- Warranty or recall notices
- Information directly related to an existing service or account

These communications are intended to help manage your PhoneBox account and are not considered marketing communications.

#### How PhoneBox Complies with CASL

PhoneBox takes several measures to ensure compliance with CASL and industry best practices.

#### Obtaining Consent

Where required by law, PhoneBox obtains consent before sending marketing or promotional communications.

Consent may be obtained:

- During account registration;
- During service activation;
- Through online forms;

Through customer-initiated requests;  
Through other lawful methods permitted under CASL.  
Identifying Ourselves

All marketing and promotional communications sent by PhoneBox clearly identify:

PhoneBox as the sender;  
Contact information for PhoneBox;  
Information that allows recipients to communicate with us.  
Easy Unsubscribe Options

PhoneBox provides convenient and easy-to-use unsubscribe mechanisms in applicable marketing communications.

Customers may:

Click an unsubscribe link in marketing emails;  
Update communication preferences through self-service tools (where available);  
Contact Customer Support to modify preferences.

Unsubscribe requests are processed in accordance with applicable legal requirements.

Please note that opting out of marketing communications does not prevent PhoneBox from sending service-related messages necessary to manage your account.

Marketing Communications You May Receive

If you have provided consent, PhoneBox may send information regarding:

New wireless plans  
Promotional offers  
Device offers  
Roaming packages  
Travel eSIM products  
International calling features  
Referral programs  
Loyalty rewards  
Service enhancements  
Partner promotions (where permitted)  
Managing Your Communication Preferences

We understand that not every offer will be relevant to every customer.

PhoneBox provides customers with options to manage their communication preferences and marketing subscriptions.

You may choose to:

- Receive promotional communications;
- Limit certain types of communications;
- Unsubscribe from marketing communications entirely.

Customers may update their preferences at any time.

#### Reporting Suspicious Communications

PhoneBox will never ask customers to:

- Provide passwords by email or text message;
- Purchase gift cards on behalf of PhoneBox;
- Transfer money to unknown third parties;
- Share sensitive account information through unsecured channels.

If you receive a message claiming to be from PhoneBox that appears suspicious, please report it immediately.

Email:  
[security@phonebox.com](mailto:security@phonebox.com)

#### Questions About CASL?

If you have questions regarding marketing communications, consent, or your communication preferences, please contact us.

Customer Support:  
[support@phonebox.com](mailto:support@phonebox.com)

Website:  
<https://www.phoneboxmobile.ca>

For additional information regarding CASL, please visit:

Government of Canada:  
<https://ised-isde.canada.ca/site/canada-anti-spam-legislation/en>

CRTC:  
<https://crtc.gc.ca/eng/internet/anti.htm>

PhoneBox is committed to respecting your communication preferences, protecting your privacy, and complying with Canada's Anti-Spam Legislation.