



## **ZEROSPAM Security Alerts Canadians about New Anti-Spam Law that Could Hit Small Businesses with Multi-Million Dollar Fines**

*Canadian Anti Spam Bill C-28 is Close to Becoming Law. Canadian Spammers Can Be Hit with Multi-Million Dollar Fines. Small Businesses Will be Forced to Change their Customer Email Outreach Methods to Avoid Severe Penalties. ZEROSPAM Security Predicts these Drastic Measures Will do Little to Reduce Spam in Canada.*

([PRWEB](#)) November 17, 2010 -- ZEROSPAM Security, a leading Anti-Spam IT Security firm, is launching a campaign to educate Canadian businesses, Consumers and Politicians about the implications of Bill C-28 (also known as FISA - Fighting Internet and Wireless Spam Act). The Bill is on the fast track to be passed in early 2011.

The primary goal of C-28 is to reduce the amount of spam sent and received by Canadians, but ZEROSPAM Security ([www.zerospam.ca](http://www.zerospam.ca)) warns the Bill may be ineffective, and if anything it may hinder Canadian businesses who rely on email to communicate with customers.

“We will not see a dent in spam volumes being sent or received by Canadians. Canada is not a leading ‘spammer country’ so most spam originates outside of Canada and global spammers don’t pay attention to Canadian laws”, says David Poellhuber, ZEROSPAM Security, COO. “In that sense, the Bill may not reduce spam, but it will have far reaching effects on emailing practices in Canada.”

ZEROSPAM Security ([www.zerospam.ca](http://www.zerospam.ca)) says small businesses will be directly impacted, and many may not know about this pending Bill. Shops that rely on email to send ‘special offers’ to their customers may unknowingly infringe on the law and face large fines. Under C-28 businesses will require explicit consent before sending emails. For example: local florists with Valentine’s Day specials or Car Dealerships announcing winter tire installation specials will not be able to email without prior official ‘opt-in’ consent.

The Bill also gives the CRTC the power to fine offending businesses up to \$10 million and individuals up to \$1 million. These are scary sounding numbers but the CRTC’s track record with anti-telemarketing legislation suggests these types of Bills are more ‘bark than bite’.

“The CRTC’s enforcement of the ‘Do Not Call List’ has not lived up to expectations. Out of 300,000 complaints only \$250 in fines had been collected as of March 1st, 2010,” says Poellhuber.

ZEROSPAM Security says Anti-Spam legislation is a necessary step as Canada is the last G8 country to pass an updated Bill, but they also believe it is critical that businesses and individuals are aware of the implications of this pending legislation.

For more information please visit [www.zerospam.ca](http://www.zerospam.ca). ZEROSPAM Security executives are available to comment about the implications of Bill C-28 or any Anti-Spam and IT Security issues.

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