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CANADIAN ADVERTISING & MARKETING LAW

Young & Fraser

Release No. 2, February 2026

This publication provides an in-depth examination of both the federal and provincial laws affecting advertising, packaging, pricing, promotion and distribution. Clear, detailed commentary is presented on such issues as labelling requirements, total price disclosure, advertising content restrictions and permitted promotions and contests. Specific products that are specially regulated receive individual attention including food and drugs, cosmetics, liquor and tobacco products and hazardous products.

This release features updates to Chapter 8—Advertising, Marketing and Promotions including updates to the *Competition Act*, 2024, c. 15, ss. 238, 239(1), (4), 240, 241, 243, 244(2), 245(2), 246, 247(1), (2), 248(2), (4), (7), 254, 255, 256(1), 257, 259, 264 came into force on June 20, 2025, and the addition of the Deceptive Marketing Practices Digest—Volume 7. This release also features the addition of an updated version of Appendix § 14:22 “Product of Canada” and “Made in Canada” Claims in Chapter 14—Packaging and Labelling III. Guidelines. This release also features updates to Appendix 17A—Remedies Table—Violations of Unsolicited Telecommunications Rules in Chapter 17—Telemarketing.

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Highlights:

- **Remedies Table—Violation of Unsolicited Telecommunications Rules**—Pursuant to section 72.07 of the *Telecommunications Act*, the Commission issued a notice of violation concluding that LeafFilter committed the following violations contrary to CRTC’s *Unsolicited Telecommunications Rules* made under section 41 of the Act. On and between October 24, 2021 to October 24, 2023, telemarketing telecommunications were made on behalf of LeafFilter resulting in violations of Part II, section 4 of the Rules, which states that a telemarketer shall not initiate, and a client of a telemarketer shall make all reasonable efforts to ensure that the telemarketer does not initiate, a telemarketing telecommunication to a consumer’s telecommunications number that is on the National DNCL, unless express consent has been provided by such consumer to be contacted via a telemarketing telecommunication by that telemarketer or the client of that telemarketer; Part II, section 7 of the Rules, which states that a telemarketer shall not initiate a telemarketing telecommunication on behalf of a client unless that client is a registered subscriber of the National DNCL and the applicable fees to the National DNCL operator associated with that client’s subscription have been paid; Part III, section 3 of the Rules, which states that a telemarketer shall not initiate a telemarketing telecommunication on behalf of a client unless that client has registered with, and provided information to, the National DNCL operator, and all applicable fees charged by the Complaints Investigator delegate associated with that client have been paid; and Part III, section 23 of the Rules, which states that subject to section 24, a telemarketing telecommunication is restricted to the following hours: 9:00 a.m. to 9:30 p.m. on weekdays (Monday to Friday); and 10:00 a.m. to 6:00 p.m. on weekends (Saturday and Sunday). The hours refer to those of the consumer receiving the telemarketing telecommunication. Pursuant to section 72.16 of the Act, a person is liable for a violation that is committed by an employee, or an agent or mandatary, of the person acting in the course of the employee’s employment or the scope of the agent’s or mandatary’s authority, whether or not the employee, agent or mandatary who actually committed the violation is identified or proceeded against in accordance with the Act. A settlement agreement was reached. Pursuant to section 72.01 of the Act, the Commission determined that the penalty for the violations was \$400,000: *LeafFilter North of Canada, Inc.* (February 2, 2025), Notice of Violation File No.: PDR 9174-3474 (C.R.T.C.).