

October 30, 2024

Ms. Chantal Guay, Chief Executive Officer
Standards Council of Canada
55 Metcalfe Street, Suite 600
Ottawa, ON, K1P 6L5

Dear Ms. Guay,

Subject: Opposition to the Formation of a Technical Committee on Digital Marketing

The Canadian Marketing Association (CMA) urges the Standards Council of Canada to persuade the International Organization for Standardization to discontinue its plans to form a new Technical Committee on digital marketing.

The CMA is the voice of the marketing profession in Canada. Created in 1967, we serve close to 450 corporate, not-for-profit, public and post-secondary members, including many of Canada's most prestigious brands and a large number of SMEs. Our community includes creative, media, and PR agencies, research firms, management consulting firms, technology companies and other suppliers to the marketing community.

While not all jurisdictions have robust marketing regulation, this is not the case in Canada. Establishing global international standards would interfere with comprehensive and effective marketing regulatory frameworks that already exists in Canada, where marketing activities are effectively governed through:

- Legislation, such as the Personal Information Protection and Electronic Documents Act, the Competition Act, Canada's Anti-Spam Legislation, and several provincial laws, most notably those governing privacy and consumer protection.
- Self-regulatory codes, most notably, The Canadian Marketing Code of Ethics and Standards and the Canadian Code of Advertising Standards.

The Canadian Marketing Code of Ethics & Standards has long served as the foundation for self-regulation within Canada's marketing community. Recognized as a trusted benchmark for effective self-regulation, the Code brings together the relevant laws and best practice for Canada's marketing sector. The Code is often relied on by governments and regulatory bodies when considering legislative and regulatory measures.

Creating a new and separate technical standard will undermine Canada's well-established benchmarks and create unnecessary uncertainty at a time when the marketing profession is confronting seismic challenges resulting from developments in technology and economic turbulence.

We urge the SCC to vote "no" on the establishment of a Technical Committee on digital marketing, and to advise the ISO Secretariat that it would be counter-productive to allow the proposal to advance. This action would avoid creating upheaval within our sector.

I would like to schedule a meeting as soon as possible to discuss this matter in more detail.

Thank you for your consideration,



Alison Simpson
President and CEO
Canadian Marketing Association