

cassie

Quebec Law 25 Checklist



Guide



Quebec Law 25

A new standard of consent

Law 25 updates Quebec's Act to Modernize Legislative Provisions Respecting the Protection of Personal Information from the Commission d'accès à l'information (CAI).

Who needs to comply?

Law 25 applies to any business that collects, stores or utilizes personal information of Quebec residents with third parties, or provides services to Quebec residents, including non-profit. There is no minimum threshold for business requirements.

This means it applies to all Quebec-based businesses as well as any external businesses that process the personal information of any of Quebec's 9 million residents.

The only exemptions are public bodies or people representing a public body.

When must businesses comply?

The law was first introduced in September 2022, with more specific guidelines coming into effect in September 2023. Further amendments are due to take effect in September 2024.

What's the risk of non-compliance?

The fine for a business violation is up to \$10 million CAD or 2% global turnover, whichever is greater. For more severe violations, fines range from \$15,000 to \$25 million, or 4% of global turnover, whichever is greater.

Checklist to comply with Quebec Law 25

NOW:

- ❑ Designate a Privacy Officer and provide public contact details
- ❑ Establish an incident management plan
- ❑ Build a privacy incident log
- ❑ Inform the CAI of any privacy incidents
- ❑ Disclose the use of biometric processes to develop a database at least 60 days in advance to the CAI
- ❑ Implement contractual agreements with any third parties who will receive personal information
- ❑ Inform users with a clear and accessible privacy policy
- ❑ Provide an opt-in mechanism for the collection of data and personal information (including cookies)
- ❑ Provide sufficient notice upon collection of personal information
- ❑ Provide mechanism for users to opt out or revoke consent
- ❑ Provide users with the ability to exercise their data rights (e.g. deletion, anonymization, corrections)

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- ❑ Provide data subjects with collected personal information in a portable format upon request (DSARs)

What's accepted as valid consent?

Clear

Granted in a manner that demonstrates the true will of the user.

Free

Genuine choice and control without pressure or constraints.

Informed

Full understanding of who/why/what data is being requested for how long/where and who can access.

Granular

Well defined purpose of consent for each specific purpose.

Specific

Purposes are precise and clearly defined for what user is consenting to.
Understandable: Clearly explained in simple terms.

Separate

Request must be separate from any other information (i.e. not embedded in a privacy policy)

Temporary

Valid only for the necessary time for the purposes for which it was requested.





How to collect and manage consent in line with Law 25

Enforcing consent data is a complex process for large scale organizations that collect personal information. Whilst many businesses may have some level of process or system set up to obtain consent, they're unlikely to be at the level of maturity to handle enforcement and ensure compliance across multiple tech systems.




A consent management platform can ensure organizations comply with Law 25 as well as other global jurisdictions by centralizing consent data and enforcing it across downstream platforms.

Businesses that operate in Quebec and globally can adhere to region-specific legislations with a platform that collects cookie consent and granular user preferences at scale, in real-time.

With the ability to integrate with any platform, your consent management platform should become a single source of truth for consent data. You can rest easy knowing your users consent and preference data is reflected across every touchpoint.

Neglecting consumer preferences can carry serious legal (and consequently financial) implications, so companies must prioritize and actively encourage these preferences.

Implementing a consent and preference management platform is one of the simplest ways organizations can:

-  Safeguard sensitive information
-  Demonstrate they can build trust by being transparent with their consumers
-  Stay compliant with the latest region-specific privacy regulations

Achieve Law 25 compliance with Cassie

Meet Law 25 compliance requirements with Cassie: a powerful consent and preference management platform that manages over 1.2 billion customer records for large organizations handling high-volume, complex data worldwide.

Cassie's data-driven architecture integrates with third-party applications and consolidates the consents obtained using these disparate systems in a single, auditable version in compliance with codes of conduct and privacy laws.

Key platform features of Cassie:

Consent Management Platform

Manage all high-volume, complex data consents across all devices and environments

Global Privacy Compliance

Compliance with any regulation, in any language, with new legislation added as soon as it's enacted.

Preference Centre

End users can manage their own consent preferences, building trust and stronger relationships

Cookie Management module

Store consents in a centralized repository, encourage opt-ins and decrease opt-outs via user-friendly widgets across devices

Identity Service & Matching

Cassie can provide unique end user identification across states and devices using multiple identifiers and processes to match, group and assign personas

350+ API integrations

Cassie has secure, pre-built integrations across business tech stacks like CRM systems, CMS, analytics and BI platforms to form one centralized source of truth

Compliance without compromise

If you'd like to learn more about how we can help you on your compliance journey, our team of dedicated consent and preference management experts will be able to guide you every step of the way.

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