

# **Website Compliance Checklist for Financial Services Startup in Canada**

## **1. Privacy Law Compliance (PIPEDA)**

You must comply with the Personal Information Protection and Electronic Documents Act (PIPEDA) if your website collects user data.

Key requirements:

- Add a clear privacy policy explaining what data you collect, why, and how it is stored.
- Provide users with contact info for questions or data deletion.

Official Source:

Office of the Privacy Commissioner of Canada (OPC)

<https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/>

## **2. Terms of Use / Disclaimer**

While not legally required, a Terms of Use page protects you by stating that your website is for informational purposes only.

This is particularly important if your site discusses financial topics.

Helpful Resource:

Canadian Internet Policy and Public Interest Clinic (CIPPIC)

<https://cippic.ca>

Trademark basics:

<https://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/wr04134.html>

## **3. Cybersecurity Best Practices**

You must implement basic cybersecurity to protect your website and user data.

Recommendations include:

- Use HTTPS (SSL certificates)
- Encrypt stored data
- Keep all software up to date

Official Source:

Canadian Centre for Cyber Security

<https://www.cyber.gc.ca/en/guidance/cyber-security-basics-businesses>

## **4. Data Hosting Considerations (Canada)**

It is safer and often preferable to host Canadian user data within Canada or use services compliant with PIPEDA.

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Guidance on cloud hosting and PIPEDA:

[https://www.priv.gc.ca/en/privacy-topics/information-and-advice-for-businesses/gd\\_cloud\\_com\\_201805/](https://www.priv.gc.ca/en/privacy-topics/information-and-advice-for-businesses/gd_cloud_com_201805/)

## 5. Accessibility Compliance (AODA - Ontario)

If you are in Ontario, ensure your site meets basic accessibility standards such as:

- Alt text for images
- Good color contrast
- Keyboard navigation

Official Resources:

Accessibility Laws: <https://www.ontario.ca/page/accessibility-laws>

Website Accessibility Checklist: <https://www.ontario.ca/document/how-make-your-website-accessible>

## 6. CASL - Canada's Anti-Spam Law

If you collect emails or send messages, you must comply with CASL.

Requirements include:

- Get explicit consent before sending messages
- Include sender identity and unsubscribe options

Official Resources:

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

CASL Compliance Checklist: [https://www.fightspam.gc.ca/eic/site/030.nsf/eng/h\\_00050.html](https://www.fightspam.gc.ca/eic/site/030.nsf/eng/h_00050.html)