



ADMINISTRATIVE PROCEDURES

PRODUCT OR SERVICE ENDORSEMENT / ADVERTISING IN SCHOOLS (Policy Statement: Product or Service Endorsement / Advertising in Schools)

Purpose

The Algonquin and Lakeshore Catholic District School Board provides direction to its schools for the distribution and posting of materials, advertising and information displays. Exclusive product or service endorsement is not permitted.

References

The Education Act and Regulation 298
Vision, Mission and Values Statements
Canada's Anti-Spam Legislation (CASL)

Procedures

1. Requests for the display, posting and/or distribution of materials to all schools on behalf of an organization will be processed through the Office of the Director of Education or his/her designate.
2. To support the Board's practices of sustainability and respect for God's creation, we have reduced both the fiscal and environmental impact of distributing paper information to staff and students by sharing information in *electronic format only*.
3. Requests from commercial business sources involving direct advertising will be forwarded to the Office of the Director of Education for review.
4. Only materials from non-profit organizations will be considered for distribution. A valid charitable registration number **must** be provided or proof of non-profit status.
5. [Canada's anti-spam legislation](#) (CASL) protects families, consumers and businesses from the misuse of digital technology, including spam and other electronic threats and the Board will follow all necessary legislation and laws under CASL with respect to sharing or distribution of information.
6. School Principals hold the final decision to approve, refuse and process requests to display, post and/or distribute materials in their individual schools. Where it is unclear whether materials are appropriate for distribution or if a request for distribution raises questions or concerns, the request will be referred to the Office of the Director of Education. It will be at the discretion of the School Principal to

accept printed copies of approved material for distribution through the schools. School Principals will not accept any electronic copies of material for the purpose of printing; it is the sole responsibility of external organizations/individuals to print and deliver approved materials to schools.

7. The content of any communication shall promote the best interests of the students, the school and the school community. The only materials that may be sent home in paper format or shared through students' digital classrooms will be from the school, the school board, the provincial or federal government, or Public Health, unless otherwise approved by the Office of the Director of Education.
8. Materials must inform or educate, create awareness of issues/events in the community and/or facilitate community discussion.
9. Under no circumstances will advertising, posting or distribution of materials from political parties, pharmaceutical, tobacco, cannabis or other drugs, distilling, fermenting or brewing companies be permitted in schools or facilities owned or operated by the Board.
10. This procedure is not meant to restrict the efforts of schools or school councils to engage in legitimate and Board approved fund-raising activities.
11. Proposals for participation in activities which might violate the letter or spirit of this policy or procedure, but which the school Principal, in consultation with the school council, deems to have merit, should be sent to the Director of Education for review and response as appropriate.

Appendices

Forms

Associated Documents

Approved: January 25, 2000

Revised: May 25, 2010

Revised: April 28, 2015

Revised: May 11, 2021