



POLICY STATEMENT

CANADA'S ANTI-SPAM LEGISLATION

Rationale

The Algonquin and Lakeshore Catholic District School Board believes that electronic communication with families, staff and community stakeholders is an effective method of communication for keeping recipients informed of events, activities and other opportunities related to schools, the Board and Catholic education.

The Algonquin and Lakeshore Catholic District School Board is committed to developing administrative procedures in compliance with Canada's Anti-Spam Legislation (CASL). CASL regulates commercial electronic message communications, protects people from the misuse of digital technology and legislates the requirement to obtain consent of the recipient, including the option to unsubscribe from receiving such commercial communications.

Guiding Principles

- Commercial electronic messages sent from the Algonquin and Lakeshore Catholic District School Board will be compliant with CASL.
- The Algonquin and Lakeshore Catholic District School Board will obtain expressed consent from each recipient attached to an external distribution list that encourages participation in a commercial activity.
- Electronic commercial communication may include, but is not limited to, advertisements, promotion of products, events or services, including not-for-profit, tickets or items for sale, or fundraising.
- Unsubscribe options will be available on all electronic communications that are commercial in nature.
- Emergency communications, or communications that are informational (e.g., student progress, school council meetings) do not fall under CASL.



References

Canada's Anti-Spam Legislation

The Municipal Freedom of Information and Protection of Privacy Act

Freedom of Information and Protection of Privacy Policy

Communications, Concerns and Complain Resolutions Policy

Product or Service Endorsement – Advertising in Schools Policy

Form C – Freedom of Information Consent Form, Admissions to Catholic Schools Policy

Administrative Procedures

Canada's Anti-Spam Legislation

Approved: June 20, 2017

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