



## **ADMINISTRATIVE PROCEDURES**

### **CANADA'S ANTI-SPAM LEGISLATION (Policy Statement: Canada's Anti-Spam Legislation)**

#### **Purpose**

The Algonquin and Lakeshore Catholic District School Board is committed to developing and implementing procedures compliant with Canada's Anti-Spam Legislation (CASL), which regulates commercial electronic message communication and the requirement to obtain consent of the recipient, which includes the option to unsubscribe from receiving commercial electronic message communication.

The Algonquin and Lakeshore Catholic District School Board will obtain expressed consent from recipients attached to an external distribution list that encourages participation in a commercial activity.

#### **References**

*Canada's Anti-Spam Legislation*

*Municipal Freedom of Information and Protection of Privacy Act*

*Freedom of Information and Protection of Privacy Policy*

*Communications, Concerns and Complaint Resolutions Policy*

*Product or Service Endorsement – Advertising in Schools, Policy*

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

#### **Procedures**

- 1.1 Commercial electronic messages sent from the Algonquin and Lakeshore Catholic District School Board will be compliant with CASL.
- 1.2 The Algonquin and Lakeshore Catholic District School Board will comply with the *Municipal Freedom of Information and Protection of Privacy Act* and the Board's Freedom of Information and Protection of Privacy Policy, regarding the collection, use and disclosure of personal information.
- 1.3 Schools will make available to families the appropriate Board approved consent form for the release and use of personal information and for receiving electronic communications.



- 1.4 Commercial electronic messages regulated by CASL may include, but are not limited to, advertisements or promotion of school activities, products or services, including not-for-profit, that encourage recipients to participate in a commercial activity. Commercial messages also include the promotion of tickets or items for sale such as, but not limited to, school plays, yearbooks, school pictures and spirit wear, or fundraising.
- 1.5 Any commercial electronic message which is sent via the Board's network system requires advance consent from the recipient and an unsubscribe option. Schools will immediately remove contact information upon receipt of an unsubscribe request.
- 1.6 The Algonquin and Lakeshore Catholic District School Board's Product or Service Endorsement – Advertising in Schools Policy, determines the appropriateness of commercial materials.
- 1.7 Emergency communications, or communications that are informational (e.g., student progress, school council meetings) do not fall under CASL.
- 1.8 The Algonquin and Lakeshore Catholic District School Board's Freedom of Information and Privacy Officer will be responsible for implementing CASL compliance expectations and breach protocols.

**Appendices**

**Forms**

**Associated Documents**

Approved: June 20, 2017  
Reviewed: April 11, 2023