



# ALGONQUIN AND LAKESHORE CATHOLIC DISTRICT SCHOOL BOARD

## POLICY STATEMENT

### CANADA'S ANTI-SPAM LEGISLATION

#### Rationale

The Algonquin and Lakeshore Catholic District School Board believes that electronic communication with parents, staff and community stakeholders is one effective method of communication, keeping staff and stakeholders 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 communication and 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.
- 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 commercial communications.
- The Algonquin and Lakeshore Catholic District School Board's Product or Service Endorsement – Advertising in Schools Policy, A-2015-04-5, determines the appropriateness of commercial materials.

#### References

*Canada's Anti-Spam Legislation*

*The Municipal Freedom of Information and Protection of Privacy Act*

*Freedom of Information and Protection of Privacy Policy, A-2013-05-1*

*Communications, Concerns and Complain Resolutions Policy, A-2015-04-1*

*Product or Service Endorsement – Advertising in Schools Policy, A-2015-04-5*

*Form C – Freedom of Information Consent Form, Admissions to Catholic Schools Policy A-2013-05-3*

**Administrative Procedures**  
Canada's Anti-Spam Legislation

Approved: June 20, 2017