



ALGONQUIN AND LAKESHORE CATHOLIC DISTRICT SCHOOL BOARD

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.

As of July 1, 2017, CASL will no longer allow organizations to rely on deemed implied consent for sending commercial electronic messages. The Algonquin and Lakeshore Catholic District School Board will obtain expressed consent from recipients attached to an external distribution list.

References

Canada's Anti-Spam Legislation

Municipal Freedom of Information and Protection of Privacy Act

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

Communications, Concerns and Complaint 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, Policy A-2013-05-3 (Admissions to Catholic Schools Policy)

Procedures

- 1.1 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, A-2013-05-1 regarding the collection, use and disclosure of personal information.
- 1.2 Schools will make available to parents and guardians the appropriate Board approved consent form (Form C, Admissions to Catholic Schools Policy A-2013-05-3) for the release and use of personal information.
- 1.3 Commercial electronic messages regulated by CASL may include, but are not limited to, advertisements or promotion of 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.

- 1.4 School websites will include sign-up fields to receive electronic communications, such as school newsletters, emails and other forms of electronic communication that at times may contain commercial information.
- 1.5 Any commercial electronic message which is transmitted, distributed or delivered 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, A-2015-04-5 determines the appropriateness of commercial materials. CASL only applies to communications containing commercial content.
- 1.7 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