

COMMERCIAL ELECTRONIC MESSAGES (ANTI-SPAM)

Background

Canada's anti-spam legislation came into effect on July 1, 2014. As a result, the District wishes to ensure that we have parental consent to send newsletters, announcements and other electronic messages which may contain advertising or promotions including field trips, fundraising, yearbooks, student pictures, school activities, or similar events and offers that would be considered Commercial Electronic Messages under the legislation.

Procedures

1. The Principal will advise parents through a posting to the website that the District and school communicates essential information electronically to parents and students.
 - 1.1 Parents will be asked to complete Form 147-1 (Canadian Anti-Spam Legislation (Request for Consent), which the District will understand, is express consent to send Commercial Electronic Messages (CEMs).
 - 1.2 Parents will be provided with an email address, school phone number and contact name, to unsubscribe at any time.
2. The Principal will advise staff that the use of emails is primarily to share information where there is no expectation of profit. When the CEMs have an expectation of profit, the Principal must approve the distribution of the CEM via email.
3. Only those persons or businesses with whom the District has explicit consent or implied consent through an ongoing relationship may be contacted by email when the expectation is for profit. Fund-raising is an example of a for-profit CEM.
4. The District does not share its email lists with external organizations or persons.

Reference: Sections 17, 20, 22, 65, 85 School Act
School Regulation 265/89
Canada Anti-Spam Act

Adopted: November 28, 2017
Revised: June 25, 2019