
HORIZON SCHOOL DIVISION NO. 67

POLICY HANDBOOK

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Policy Title: CASL; Anti-Spam Policy
Cross Reference:
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Amendment or Re-affirmation Date:

POLICY

THE BOARD OF TRUSTEES OF HORIZON SCHOOL DIVISION BELIEVES THAT UNSOLICITED COMMERCIAL ELECTRONIC MESSAGES (CEMS) MUST BE REGULATED AS PER CANADA'S ANTI-SPAM LEGISLATION (CASL).

DEFINITIONS

Canada's Anti-Spam Legislation (CASL): An Act to promote the efficiency and adaptability of the Canadian economy by regulating certain activities that discourage reliance on electronic means of carrying out commercial activities.

Commercial electronic message (CEM): CEMs are commercial electronic messages that encourage participation in commercial activity. Even if a commercial message is not sent with an expectation of garner a profit, it still qualifies as a CEM.

Electronic address: An address used in connection with the transmission of an electronic message to an electronic mail account, an instant messaging account, a telephone account, a social media account, or any similar account.

GUIDELINES

1. All staff and students shall comply with Canada's Anti-Spam Legislation.
2. All information systems within the Horizon School Division are the property of the Horizon School Division and will be used in compliance with policy.
3. All users will report any irregularities found in incoming or outgoing CEMs to the Superintendent or Designate immediately upon detection.
4. Generally, employer-employee communications will not fall within CASL parameters and thereby will not be subject to CASL.
5. Employees shall not use Horizon School Division email or mobile telephones to conduct any business or promotion not directly concerning the activities of the organization. This includes, but is not limited to:
 - 5.1. Sale of any personal goods or services,
 - 5.2. Promotion of any fundraising outside of the school or division,
 - 5.3. Promotion of personal or third party business.

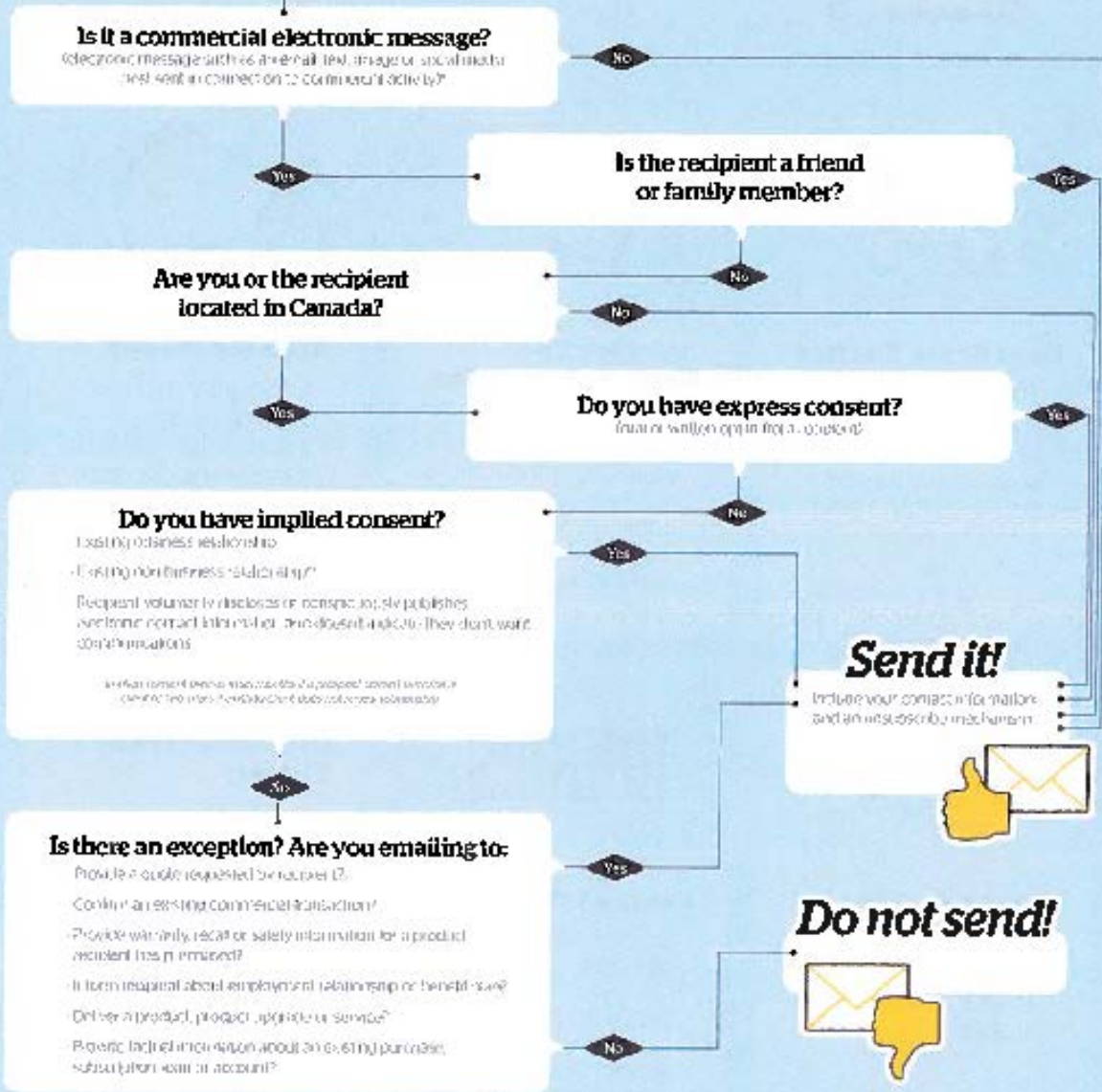
Policy CASL – *Canadian Anti-Spam Legislation, Cont’d.*

REGULATIONS

1. Express consent is the preferred mode of subscribing to CEMs.
 - 1.1. Parents shall consent via each child’s school registration form, to be completed annually.
 - 1.2. The database of all subscribers granting express consent for CEMs shall be maintained by a designate at each school site (e.g. school secretary).
 - 1.3. Community subscribers may opt in through a mode determined by the school.
2. Implied consent exists with recipients with whom the send has a pre-existing relationship, either business or non-business. The implied consent may be extended to recipients who have conducted business with the sender, including providing donations or volunteer work, no more than two years immediately before the day on which the message is being sent.
3. All CEMs must contain the following minimum information, clearly laid out:
 - 3.1. Contact information for sender, including first and last name, sender email address, school name, school mailing address, and school phone number;
 - 3.2. If the CEM is to be sent on behalf of another contact, the name of this contact and the sender must both be included in addition to the information listed above;
 - 3.3. An “unsubscribe” link or instructions for contacting the sender to unsubscribe.
4. All “unsubscribe” requests must be immediately forwarded to the site database manager in order to ensure prompt processing of the request and to maintain accurate records. Employees must not send any further communication to the unsubscribed party.

Compliant marketing under Canada's Anti-Spam Legislation

Can I send it?



The goal of e-marketing messages is to connect you with **Business-to-Business** and **Business-to-Consumer** relationships.

The criteria for e-marketing messages under the Act require a recipient to be a natural person who is not a member of the public or a member of the public who is not a member of the public.

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