

1. Purpose

Canada's Anti-Spam Legislation (CASL) prohibits persons (including school boards and their employees) from sending a Commercial Electronic Message (CEM) unless:

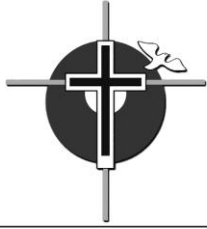
- the recipient of the CEM has given consent,
- the CEM contains the required contact information; and
- there is a simple unsubscribe mechanism.

2. Goals

- 2.1 Commercial electronic messages sent from the Catholic District School Board of Eastern Ontario will be compliant with CASL.
- 2.2 The Catholic District School Board of Eastern Ontario will obtain expressed consent from each recipient attached to an external distribution list.
- 2.3 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.
- 2.4 Unsubscribe options will be available on all electronic commercial communications.

3. Procedure

- 3.1 The Catholic District School Board of Eastern Ontario 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.
- 3.2 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



CATHOLIC DISTRICT
SCHOOL BOARD OF
EASTERN ONTARIO
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ADMINISTRATIVE PROCEDURE

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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.

- 3.3 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.

4. 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