



Authority Policy 7008

CANADA'S ANTI-SPAM LEGISLATION

Legal References: Canada's Anti-Spam Legislation (2010)

Related References:

Effective Date: July 1, 2014

Revisions:

Reviewed:

1. Preamble

1.1 It is the policy of the KidsAbility School Authority to comply with Canada's Anti-Spam Legislation (CASL) and prohibit the sending of a commercial electronic message (CEM). KidsAbility School Authority will not send a CEM unless:

- 1.1.1 An exception to CASL's general prohibitions is present; or,
- 1.1.2 KidsAbility School Authority is clearly identified as the sender of the CEM, and,
- 1.1.3 The consent of the receiver has been obtained, and,
- 1.1.4 There is an unsubscribe mechanism to the CEM.

The KidsAbility School Authority will communicate the requirement to obtain consent to all school locations on an annual basis in order to ensure that all staff understand the obligations of the school authority in accordance with CASL.