

Title: **CANADA’S ANTI-SPAM LEGISLATION**

Adopted: July 2014

Reviewed:

Revised: October 2023

Authority: Canada’s Anti Spam Legislation

Related:

**POLICY**

It is the policy of the KidAbility School Authority to comply with Canada’s Anti-Spam Legislation (CASL) and prohibit the sending of a commercial electronic message.

**BACKGROUND**

1. Canada’s Anti Spam Legislation was created in 2014 to reinforce best practices in email marketing and to combat spam and related cyber threats. These threats include identity theft, phishing and the spread of malicious software, such as viruses, worms and trojans (malware).
2. The simplest definition of spam is unsolicited email, though it can also include unsolicited text messages and software.
3. The legal definition of spam also encompasses:

* unauthorized alteration of transmission data
* the installation of computer programs without consent
* false or misleading electronic representations (including websites)
* the harvesting of addresses (collecting and/or using email or other electronic addresses without permission)
* the collection of personal information by accessing a computer system or electronic device illegally

**GUIDELINES**

1. KidAbility School Authority will not send a Commercial Electronic Message (CEM unless:
2. An exception to Canada’s Anti Spam Legislation general prohibitions is present; or,
3. KidAbility School Authority is clearly identified as the sender of the CEM, and,
4. The consent of the receiver has been obtained, and,
5. There is an unsubscribe mechanism to the CEM.
6. The KidAbility School Authority will communicate the requirement to obtain consentto all school locations on an annual basis in order to ensure that all staff understand the obligations of the school authority in accordance with Canada’s Anti Spam Legislation*.*

**RESOURCES**

[**Guide to Canada's Anti-Spam Legislation**](https://fightspam-combattrelepourriel.ised-isde.canada.ca/site/canada-anti-spam-legislation/en)