



<u>DUFFERIN-PEEL CATHOLIC DISTRICT SCHOOL BOARD</u> <u>BOARD POLICY</u>	
BOARD POLICY NUMBER	13.00
SUBJECT	ELECTRONIC COMMUNICATION: ANTI-SPAM POLICY
REFERENCES	Canada's Anti-Spam Legislation (CASL) <i>Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)</i> Regulation 823, <i>MFIPPA</i> Policy 4.75 Network Use and Security
EFFECTIVE DATE	(159) May 26, 2015

*"I give you sound learning, so do not forsake my instruction." Proverbs 4:2*

The Dufferin-Peel Catholic District School Board is committed to effective and informative electronic communication with parents, guardians, students, staff and the broader community, as anchored within the Board's Strategic System Plan.

Canada's Anti-Spam Legislation (CASL) regulates commercial electronic messages which encourage recipients to participate in a commercial activity, even if it is not-for-profit.

CASL prohibits individuals and organizations from sending commercial electronic messages by any means of telecommunications including e-mail and texting unless prior consent has been provided by the recipient(s).

As a Catholic educational community, commercial activities may include, but are not limited to, advertisements or promotion of products or services such as school pictures, tickets for school plays or fundraising.

Any commercial electronic message which is transmitted, distributed, or delivered via the Board's network system to either a single or to multiple electronic addresses requires advance consent from the recipient and an unsubscribe mechanism.

All commercial electronic messages sent via the Board's network system must be compliant with Canada's Anti-Spam Legislation.