

# 116 COMMERCIAL ELECTRONIC MESSAGES (ANTI-SPAM)

## Beliefs

Electronic messaging is one of the ways the MESCC regularly communicates with parents, students, and staff. Generally, communications are limited to information sharing but occasionally, communication may encourage participation of a commercial nature including an expectation of profit, such as fund raising. Both email and website postings, and occasionally voice messages to telephones, are the electronic means for the Commission or a school to send and receive messages.

## Procedures

1. The Principal will advise parents through the student registration form and a posting to their school's website that the Commission and school communicates essential information electronically to parents and students.
  - 1.1. Parents will be asked to provide an email address, which the Commission will understand, is express consent to send Commercial Electronic Messages (CEMs).
  - 1.2. Parents will be provided with an email address, school phone number and contact name, to unsubscribe at any time.
  - 1.3. The registration form will also state that explicit consent to send CEMs continues until the parent unsubscribes or leaves the Commission.
2. The Principal will advise staff that the use of emails is primarily to share information where there is no expectation of profit. When the CEMs have an expectation of profit, the Principal must approve staff access to the email lists of parents, vendors, donors and supporters.
3. Only those persons or businesses with whom the Commission has explicit consent or implied consent through an ongoing relationship may be contacted by email when the expectation is for profit. Fundraising is an example of a for-profit CEM.
4. MESCC does not share its email lists with external organizations or persons.
5. All CEMs from staff, or on behalf of the Commission, and/or using the Commission email system, must contain the unsubscribe notice.

I would like to unsubscribe from receiving:

  1. All messages from the Maskwacis Education Schools Commission.
  2. All promotional messages from the Maskwacis Education Schools Commission. I will continue to receive notification consisting of information about the programs, events and activities.

Reference: Canada Anti-Spam Act