



Policy Type: **Operational**

Policy Title: **Canadian Anti-Spam Legislation Compliance**

Policy Number: **OP 16**

Intent

Canadian Anti-Spam Legislation (CASL) regulates a broad range of electronic/online activities including: Commercial Electronic Messages (CEM), the installation of computer programs, misleading advertising/marketing practices, privacy invasion via computer, and collecting email addresses without consent (email harvesting). The fundamental underlying principles of CASL are that all regulated activities may only be carried out with informed consent and with clear identification of the sender "opt-out" regime. This policy establishes parameters for the collection of email addresses and sending of Library emails that ensure compliance with CASL

Definitions

CASL – Canadian Anti-Spam Legislation

CEM - Commercial Email Message

Unsubscribe Mechanism – a means by which the email recipient may opt-out of receiving emails from the library

Collection of Email Address

The Brock Township Library collects email addresses only with documented express consent of library card holders. Express consent forms include library contact information, the purpose for which emails are collected, and unsubscribe options. Express consent forms will be kept on file and renewed every two years.

Information Requirements for CEMs

All Brock Township Public Library CEMs must include:

- identifying and contact information of the sender
- a means by which to contact the sender
- an "unsubscribe" mechanism

Unsubscribe requests will be given effect with 10 days of the request.

Training and Education

All Brock Township Public Library staff, Library Board members, and volunteers will be educated in CASL requirements

Third party contracts involving CEMs will require CASL compliance.

History

Motion #	Date	Action
2014-06-09	June 10, 2014	Approved
2017-06-05	June 13, 2017	Approved as reviewed