

COMMERCIAL ELECTRONIC MESSAGES (ANTI-SPAM)

Background

Electronic messaging is one of the ways the District 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 District or a school to send and receive messages.

Procedures

1. The Principal will advise parents through the student registration form ([Form 300-1](#)) and a posting to the website that the District and school communicates essential information electronically to parents and students.
 - 1.1 Parents will be asked to provide an email address, which the District 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 student registration form will also state that explicit consent to send CEMs continues until the parent/guardian unsubscribes, or two (2) years after the student graduates – whichever comes first.
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 District has explicit consent or implied consent through an ongoing relationship may be contacted by email when the expectation is for profit. Fund-raising is an example of a for-profit CEM.
4. The District does not share its email lists with external organizations or persons.
5. All CEMs from staff, or on behalf of the District, and/or using the District email system, must contain the unsubscribe notice.

I would like to unsubscribe from receiving:

- 5.1 All messages from the Cowichan Valley School District.
- 5.2 All promotional messages from the Cowichan Valley School District. I will continue to receive notification consisting of information about the programs, events and activities.

Reference: Sections 17, 20, 22, 65, 85 School Act
School Regulation 265/89
Canada Anti-Spam Act

Adopted: September 1, 2018