

<p><b>Kelsey School Division Box 4700 The Pas, MB R9A 1R4</b></p>	<p><b>Code: BHD</b></p>
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## **BOARD COMMUNICATIONS WITH THE PUBLIC**

### **A. Requirements**

To comply with the Canadian Anti-Spam Legislation (into effect on July 1, 2014), School Board and school electronic communications with their publics shall comply with three requirements:

1. Consent of the recipient must be obtained.
2. Identification of the sender must be provided.
3. An unsubscribe mechanism must be provided.

### **B. Consent**

Active consent of the receiver must be expressed or implied. An “opt-in” tick box may be used on School Division/school registration forms, and the consent remains valid while stored or unless specifically revoked by the recipient. Prior to July 1, 2014 a request for consent may be sent by electronic means, but after July 1, 2014 only a fax, ordinary mail, or consent by a signature will suffice.

### **C. Identification Information**

A newsletter or email that contains a Commercial Electronic Message (CEM) must set out the name of the school board (in addition to the name of the school), the mailing address of the school board, and either:

- a) a phone number that provides access to a person or a voice messaging system,
- b) an email address, or
- c) a web address of the school board.

### **D. Unsubscribe Mechanism**

1. The CEM must provide an unsubscribe mechanism through which a recipient of a CEM may indicate, at no cost to them, that they no longer wish to receive such messages.
2. The sender must specify an electronic address or internet website to which the unsubscribe request may be sent, and such address or website must be valid for a least 60 days after the CEM was sent.
3. Any request to unsubscribe must be acted upon no later than 10 business days from receipt of it. The unsubscribe mechanism must be simple, quick, and easy to perform.