

Electronic Anti-Spam Communication for Public Messaging

Policy

Family Services Perth- Huron is committed to respectful electronic communication where, public messaging to the public for purposes of solicitation. These activities will require consent from the intended receiver and the content must include certain information consistent with Canada's Anti-Spam Legislation (CASL).

Procedure

All electronic communication soliciting the public must be approved by the Executive Director.

What is Canada's Anti-Spam Legislation (CASL)?

CASL regulates a broad range of commercial electronic messages (CEMs) including Spam emails or messages via electronic media
Hacking, malware, and spyware
Phishing, fraudulent or misleading practices
Collecting email addresses without consent (harvesting)

What are the CEM requirements?

Under Canada's Anti-Spam Legislation, there are three general requirements for sending CEMs to an electronic address. Businesses must

1. obtain **consent**,
2. provide **identification information**, and
3. provide an **unsubscribe mechanism**.

Consent

CEMs may only be sent with the recipient's express or implied consent. Request for express consent may be obtained orally or in writing. Consent may be implied in certain circumstances, including where there is an "existing business relationship", "existing non-business relationship", or if the message is relevant to the recipient's business role.

Identification Information

CEMs must include identifying information for the sender or person on whose behalf the message is sent. It also must set out a means by which to contact the sender.

Unsubscribe Mechanism

CEMs must include an electronic address or link to an "unsubscribe" page that is effective for at least 60 days, and is at no cost to the recipient.

See Canada's Anti-Spam Legislation (CASL), **July 1, 2014**.

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Reviewed June 2015
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