

COMMERCIAL ELECTRONIC MESSAGES (ANTI-SPAM)

Background

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

Procedures

1. The principal will advise parents through the student registration form and a posting to the website that the Division and school communicates essential information electronically to parents and students.
 - 1.1 Parents/guardians will be asked to provide an email address, which the Division 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 Division 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 Division does not share its email lists with external organizations or persons.
5. All CEMs from staff, or on behalf of the Division, and/or using the Division email system, must contain the unsubscribe notice.

I would like to unsubscribe from receiving:

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

Adopted/Revised: JUN 2016/NOV 2019/APR 2026

Reference: *Education Act* s. 33, 52, 53, 55, 197, 222
Canada Anti-Spam Act
Protection of Privacy Act (POPA)

Board Policy 11 Board Delegation of Authority
Board Policy 12 Role of the Superintendent
Administrative Procedure 140 - Responsible Technology Use
Administrative Procedure 153 - Advertising and Distribution of Materials in Schools
Administrative Procedure 520 - Fundraising