

<p><b>School, Community, and Home Relations</b> <b>11300</b> <b>Solicitation and Advertising In Schools</b></p>	<b>Administrative Application</b>	
	<b>Last Reviewed /Approved on:</b>	January 29, 2019
	<b>References:</b>	Canada Anti-Spam Legislation (CASL) 2014 Saskatchewan Health Authority Parent/Guardian Consent Form Administrative Application 11500 – Community Use of School Facilities Policy 12 – Role of the Director
	<b>Status:</b>	Operational

### Preamble

The Regina Catholic School Division (RCSD) allows the display and distribution of materials that directly support curricular objectives and are in agreement with related Board policy, our school division mission and belief statements, and the teachings of the Church.

### Application

1. Schools will facilitate the distribution of materials that are of direct benefit to students' educational programs.
2. All materials considered for distribution must be faithful to the teachings of the Church, be in concert with the school division mission, and be consistent with school objectives and programs. Any materials found to be in question, should receive the approval of Senior Administration.
3. Distribution of materials must comply with *Canada Anti-Spam Legislation (CASL) 2014*.
4. The distribution of materials shall not negatively affect school administration, instruction, or time on task.
5. A local request to post, duplicate or distribute materials should be carefully considered before agreeing to the request.
6. Distribute, post, announce, and/or duplicate materials for students, parents, and/or parent organizations, where appropriate, for the following:
  - a. Ministry of Education.
  - b. Parish and parish organizations.
  - c. Non-profit groups or organizations that have a historical relationship with schools or the school division, and organizations that directly benefit students.
  - d. City of Regina Police Service information for students when a member of the Senior Leadership Team approves it.
  - e. Saskatchewan Health Authority information.

- f. Catholic School Community Council (CSCC).
  - g. School initiatives, programs, and activities.
  - h. City of Regina Community Services or City of Regina Recreational programs which are intended to directly benefit students.
  - i. Grants and awards that recognize excellence within the teaching profession.
  - j. Educational conferences, programs, seminars, and University program offerings.
7. There is no expectation the school will be required to duplicate materials at the cost of the school. Schools will need to determine which items they will duplicate for distribution. Where materials are approved for distribution, it will be expected that the schools will receive an appropriate supply of materials packaged according to school instructions.
8. RCSD is not under any obligation to post, duplicate or distribute materials that do not meet this administrative application.
9. Schools shall not:
- a. Distribute or post materials until the principal has screened the material in accordance with Board policy and this administrative application.
  - b. Distribute, post or recommend materials for any commercial ventures.
  - c. Distribute or post materials from organizations that are in competition for students for programs from our schools.
  - d. Distribute or post materials that are contrary to the teachings of the Catholic Church.
  - e. Distribute or post materials of a religious, moral, or ethical nature without prior approval of the Coordinator of Catholic Education Services or the Director.
  - f. Post notices advertising candidates to election for political office.
10. **Public Service Announcements**  
Include only those public service announcements that meet *Administrative Application 11300 – Solicitation and Advertising in Schools*.
11. **Fundraising and Charitable Organizations**  
In keeping with the call for Social Justice, school administration will provide leadership in screening and selecting those charities or fundraising projects that will give preference to Catholic charities and fundraising when external charities are being considered.
12. **Canada’s Anti-Spam Legislation (CASL) 2014**  
CASL prohibits the sending of a commercial electronic message (CEM) to an electronic address unless the sender has the consent of the recipient. A CEM must also have prescribed content such as sender identification and an “unsubscribe” mechanism.

A message will be considered a CEM if it is reasonable to conclude that the purpose of the message, or one of its purposes, is to encourage participation in a commercial activity. Something might be a commercial activity even if there is no intention to make a profit.

A school division cannot send an email or elections message containing a CEM unless it has the consent of the recipient.

The school division shall practice due diligence in order to prevent the commission of the violation. This shall include:

- a. Establishing a policy regarding the sending of CEMs.
- b. Obtaining the necessary consents.
- c. Keeping track of consents in an up-to-date information system.
- d. Identifying when CEMs are being sent out.
- e. Providing proper sender information in CEMs.
- f. Providing a proper unsubscribe mechanism in CEMs.
- g. Giving prompt effect to unsubscribe requests.
- h. Appointing a senior staff member to be in charge of CASL compliance.
- i. Enforcing the policy, and monitoring compliance with it.

### **13. Catholic Education Centre Commitment**

- a. Distribution directions will be provided for materials approved for distribution. Unless materials have been approved for distribution, please follow this administrative application.
- b. Refer concerns or questions to the designated superintendent.
- c. Consultants will be advised to ensure that materials they are distributing will not be duplicates of materials forwarded by other organizations.
- d. A designated superintendent will screen all materials for distribution from the Catholic Education Centre, with the exception of correspondence and memoranda.

## Parent/Guardian Consent Form

Canada's anti-spam law (CASL) came into effect on July 1, 2014. CASL prohibits sending commercial electronic messages (CEM) to an electronic address unless the sender has the consent of the recipient. CEM must also have prescribed content such as sender identification, sender contact information, and an "unsubscribe" mechanism.

The vast majority of information distributed by the Regina Catholic School Division and your school is operational, not commercial, and is therefore not affected by this legislation. That said, some school newsletters and communications may sometimes include messages that fall under the scope of the anti-spam legislation.

We are therefore requesting your consent to communicate with you electronically regarding activities that might be characterized as commercial, such as invitations to purchase school photographs, team or school wear, yearbooks, whether the Division or the school send those messages directly to you or include them in electronic publication such as newsletters.

You may revoke your consent to receive these messages at any time by contacting your local school or by using the "unsubscribe" instructions that the Regina Catholic School Division will provide in any communications that could be considered a CEM.

I/we the Parent(s)/Guardian(s) of \_\_\_\_\_

do consent

do not consent

to receiving electronic messages that are sent for a commercial purpose.

Dated at Regina, Saskatchewan, this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
**PARENT/GUARDIAN SIGNATURE  
(OR STUDENT SIGNATURE IF STUDENT IS 18 OR OVER)**

## **Contact/Unsubscribe Insertion**

Please note that Canada's anti-spam law came into effect on July 1, 2014. This law prohibits sending commercial electronic messages to an electronic address unless the sender has the consent of the recipient and the message includes prescribed content, including sender identification, contact information, and an "unsubscribe mechanism."

The majority of information distributed by the Regina Catholic School Division and your school is operational, not commercial, and is therefore not affected by this legislation. That said, some information included in these communications may fall under the scope of this legislation. The Regina Catholic School Division seeks to comply with this law, and as such, please note the following:

The above communication was distributed by *(the name of your school)* on behalf of:

The Regina Catholic School Division  
2160 Cameron Street  
306-791-7200  
[www.rcsd.ca](http://www.rcsd.ca)

If you would like to revoke the consent you have provided us and no longer wish to receive commercial electronic messages, please contact:

*Your school's full name*  
*Your school's address*  
*Your school's phone number*  
*The email address of the person at your school monitoring consent*  
*Your school's website*