

Staying Informed

Canada's Anti-Spam Legislation

Keeping parents and guardians informed about what's happening at schools across the TDSB through email and other electronic messages is often the best way to stay in touch.

With Canada's new Anti-Spam Legislation, we will now require your consent to continue sending you electronic messages that encourage participation in a commercial activity. Read on to learn more about the legislation and what it means for you.

What is Canada's Anti-Spam Legislation?

Canada's Anti-Spam Legislation (CASL) came into effect on July 1, 2014. Under the legislation, anyone who sends a commercial electronic message must do the following:

1. Obtain the consent of the recipient
2. Provide identification information
3. Provide an unsubscribe option so recipients can remove themselves from the list

What is a Commercial Electronic Message?

A commercial electronic message is a message sent to an electronic address that encourages participation in a commercial activity.

Examples of electronic messages include emails, text messages, instant messages, telephone messages or direct messages on social media (e.g. Facebook or Twitter).

Messages are considered commercial when they have to do with the purchase of a good or service.

Examples of commercial electronic messages you might receive from your school include messages about fundraising events, yearbook or student photo sales, or information about purchasing team uniforms.

How do I provide consent?

There are two ways to provide your consent:

1. Complete an online consent form by visiting www.tdsb.on.ca
2. Ask your school for a paper consent form

Will I still get emails from my school if I don't provide consent?

Yes. Electronic messages sent for informational purposes, such as student progress or information nights, will continue to be sent to all parents/guardians.

Questions?

You can visit www.fightspam.gc.ca or www.tdsb.on.ca for more information about CASL.

For specific questions, please contact your school principal or email CASL@tdsb.on.ca.

