



Inverness Education Centre / Academy

Office of the Principal

P.O. Box 580, 59 Veterans Memorial Court
Inverness, Nova Scotia
B0E 1N0

Tel: 902-258-3700
Fax: 902-258-3899

September 6th, 2017

Important Notice to Students, Parents/Guardians and Staff of the Inverness Education Centre Academy School Community

On July 1, 2014, the Government of Canada passed a new law called *Canada's Anti-Spam Legislation* (CASL). This legislation requires anyone who sends a commercial electronic message (CEM) to meet certain requirements.

A CEM is an electronic message sent to an electronic address that encourages the recipient to participate in a commercial activity, even if it is not-for-profit. Under CASL, CEMs can no longer be sent without the recipient's prior written consent.

When sending CEMs, the following requirements must be met:

1. obtain the written consent of the individual who will receive the electronic message;
2. provide identification information as set out in CASL about the sender; and,
3. provide an unsubscribe option as part of the electronic message.

Some examples of CEMs that you may receive from our school (including teachers, school administration, student councils and school advisory councils) and/or the Strait Regional School Board may include emails, text messages and the use of social media to inform students, parents/guardians and community members of promotions, advertising or offers of sales of school pictures, field trips, fun fairs, yearbooks, team uniforms and equipment, event tickets, school fees, events with an entry fee, cafeteria offerings, fundraising events, etc. The difference between a CEM and another message is that a CEM is used to encourage participation in a commercial activity. A commercial activity includes any type of act or conduct of a commercial nature, whether or not there is an expectation of a profit.

As a parent/guardian of a student in the Strait Regional School Board, or if you are a student in the Strait Regional School Board, this means that as of July 1, 2014, all of our staff are prohibited from sending CEMs to encourage recipients to participate in a commercial activity without adhering to the above-noted three (3) requirements. In addition, we are not permitted to email you to ask for your consent.

As part of our school community, you may find the information contained in a CEM useful and important or you may wish to opt-out from these updates. To continue receiving CEMs like the examples listed above from staff at our school, you must provide written consent. Please complete the attached consent form and return it to the school office by September 29th, 2017. Please note that electronic messages sent for informational purposes such as student progress and information nights will continue to be sent without the requirement of formal written consent.

For more information on CASL, you may wish to visit the Government of Canada's website at www.fightspam.gc.ca

Sincerely,

Carol Smith
Principal

**Inverness Education Centre Academy, Strait Regional School Board
Canada's Anti-Spam Legislation (CASL) Consent Form**

If you wish to allow your email address to be used for you to receive commercial electronic messages as outlined in our letter regarding Canada's Anti-Spam Legislation, please complete the following:

I agree to receive news, information, updates and/or promotions that may contain commercial content.

I do not agree to receive news, information, updates and/or promotions that may contain commercial content.

Name: _____

Email Address: _____

Date: _____

You can withdraw your consent at any time by sending an email to the school principal or by contacting our school at 902-258-3700. Please note that if you have children who attend different schools, you must complete this form for each school you wish to opt-in to receive their commercial email messages.