

NAME: **Great Plains College Anti-Spam Compliance Policy**

PURPOSE: The Canadian Anti-Spam Legislation came into force as of July 1, 2014.

POLICY: This policy and its accompanying procedures and guidelines establishes compliance on the part of Great Plains College with this legislation and its anti-spam provisions.

Canada's Anti-Spam Legislation limits the extent to which organizations can promote goods and services through electronic media such as emails and direct messages on social media.

All promotional emails shall be cleared through Great Plains College's Communications Unit with the approval of the Director of Communications, including emails which may be:

- Telling a contact about a Great Plains College service, product or promotion (beyond that of our core business which is education)
- Telling a contact about Great Plains College news or events (outside of those which are run for the purpose of fundraising and informing individuals of our core business which is education)

Promotional materials can no longer be sent through direct messages (including email and direct messages on social media) without the clearance of the Communications Unit.

The new laws do not apply to day-to-day messages, such as messages where we are providing educational services, hiring service providers, providing quotes, or responding to customer inquiries.

To comply with the new legislation, college employees are encouraged to refer to the accompanying procedures and guidelines:

- CASL Compliance Checklist 2014
- CASL FAQ's 2014
- CASL List of Activities 2014
- CASL Model Language 2014
- CASL Anti-Spam Procedures
- Overview of CASL