



# COMMUNICATIONS

ONTARIO FORUM NOVEMBER 2014



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## What is CASL?



The Canadian Anti-Spam Law (CASL) is designed to prohibit the sending of unsolicited commercial electronic messages (CEMs) to recipients who have not consented to being sent such messages.



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## What is a commercial electronic message?



- An electronic message that would reasonably be determined to have as a purpose encouraging participation in a commercial activity



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## Does CASL apply to GGC?

- **Yes!** The Canadian anti-spam law applies to Girl Guides of Canada – national, provincial and local offices.
- In general terms, CASL applies to most **commercial** electronic messages that a non-profit organization would send to its members, potential members, and/or potential partners.



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## Exemptions for GGC

- CEMs sent to a recipient who has donated, volunteered or had membership with the sender within the last two years are permitted.
- This is 'implied consent.'
- This is likely 95 per cent of what we send out.



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## Three simple rules for sending emails under CASL

1. Consent
2. Identification information about the sender
3. Unsubscribe mechanism



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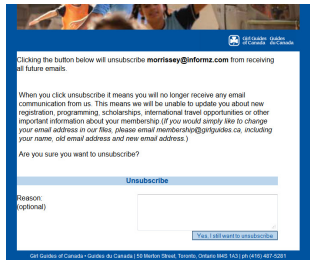
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## About "UNSUBSCRIBE"




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## Best Practices

- Always run fresh queries
- If an individual requests that you no longer email them, you are *legally* obliged to respect that request
- Do not use GGC email lists for personal use




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## Commercial Electronic Messages in Ontario

- Events – girls and adults
- Camping programs
- Fundraising
- External program opportunities




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### How to Implement in Ontario

- Use of Informz for all commercial electronic messages
- Use of guidesontario.org emails for all communications to members and parents
- Unit Guiders can communicate by email with parents of current girl members in their unit about unit activities



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### Next Steps

2015 Communication Strategy

- All event emails through Informz
- New format is being developed for community newsletters



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