

Canadian Anti-Spam Legislation (CASL)

MODEL LANGUAGE

The following language is recommended to comply with the University's requirements under CASL. Variations of this language are acceptable as long as they comply with the legal requirements. See the FAQs for more information about these requirements.

1. Requests for Express Consent

Legal requirements: You cannot send someone Commercial Electronic Messages unless you have their consent. Requests for express consent must contain all of the following information:

- the specific purpose for which you're seeking their consent
- the name of the ULeth unit seeking consent
- the following contact information for the ULeth unit seeking consent (or a link to a website containing this information):
 - mailing address
 - telephone number and/or email address and/or web address
- a statement indicating that the person whose consent is sought can withdraw their consent

Example 1 (a stand-alone consent):

Keep up to date with **[information you want recipient to keep up to date with]**, offered by the University of Lethbridge **[Insert Faculty or Unit]** by signing up for our newsletter. Just fill in your name and email address below and click "Submit." You may withdraw your consent at any time. Refer to our [privacy policy](#) or [contact us](#) for more details.

Name: _____ Email Address: _____

SUBMIT

Example 2 (a consent using a checkbox - the checkbox CANNOT be pre-checked):

Click "Submit" below to register for **[Insert information]**.

- Yes I agree to receive a newsletter **[or other documentation]** containing information about **[information you want recipient to receive]** offered by the University of Lethbridge **[Insert Faculty or Unit]**.

You may withdraw your consent at any time. Refer to our [privacy policy](#) or [contact us](#) for more details.

SUBMIT

2. Privacy Notifications

Legal requirements: When you collect personal information, you must give the individual a privacy notification containing all of the following:

- the purpose for collecting the information
- the legal authority for collecting it
- contact information for the University's Privacy Officer who can answer the individual's questions about the collection

There are two separate requirements that must be addressed whenever personal information is being collected. First, under the FOIP Act the request must contain a privacy notification. Second, in situations where the CASL applies, the request must also include the Request for Consent language.

Example:

Privacy Notification - Personal information on this form is collected pursuant to the *Freedom of Information and Protection of Privacy Act* (FOIP) of Alberta . It will be used for the purpose **[state specific uses for which the information is collected]**. Your information will remain confidential, and will only be used or disclosed as authorized under FOIP. For questions on the collection, use and disclosure of this information, please contact the University of Lethbridge FOIP Coordinator, 4401 University Drive W., Lethbridge, AB T1K 3M4; 403-330-4620; foip@uleth.ca

The obligations under CASL are separate and distinct from the University's obligations under FOIP, which continue to remain in place. For more information about FOIP and the University's obligations under that legislation, please see the UofL's Privacy Office website at <http://www.uleth.ca/hr/privacy-office>.

3. Commercial Electronic Messages & Unsubscribe Mechanisms

Legal requirements: All Commercial Electronic Messages must contain all of the following information:

- the name of the UofL unit sending the message
- the following contact information for the UofL unit sending the message (or a link to a website containing this information):
 - mailing address
 - telephone number and/or email address and/or web address
- information about how to unsubscribe from future Commercial Electronic Messages, as follows:

For email messages, you may choose to allow the individual to unsubscribe by email or by clicking on a link that will take the user to a web page where he or she can unsubscribe. If the message is a text message, then you have to provide both of the following options: (a) replying to the text message with the word "STOP", and (b) clicking on a link that will take the individual to a web page where he or she can unsubscribe)



Example 1 (email message - unsubscribe by email):

[Insert UofL Faculty or Unit] Newsletter

Attached is the latest newsletter from **[Insert UofL Faculty or Unit]**. If you no longer wish to receive this newsletter, forward this email to _____@uleth.ca with a message asking us to remove you from our mailing list.

Example 2 (email message - unsubscribe using a link to an unsubscribe form on a web page):

[Insert UofL Faculty or Unit] Newsletter

Attached is the latest newsletter from **[Insert UofL Faculty or Unit]**. If you no longer wish to receive this newsletter, click [here](#) to unsubscribe.

Example 3 (text message):

[Course or other form of offering]

A new **[description of offering]** is available from **[Insert UofL Faculty or Unit]**. Click [here](#) for more details. Text STOP or click [here](#) to unsubscribe.

Example 4 (unsubscribe form on a web page):

Legal requirements: If you create a web page where the individual can unsubscribe, this web page must be accessed from a link in your commercial electronic message, and should be quick and easy to use.

Unsubscribe Request

I do not wish to receive information about the latest courses, programs and other learning opportunities from **[Insert UofL Faculty or Unit]**.

UNSUBSCRIBE