

Canadian Anti-Spam Legislation (CASL) MODEL LANGUAGE FOR COMMERCIAL ELECTRONIC MESSAGES

The following language is recommended where the UAlberta is sending Commercial Electronic Messages (CEMs) pursuant to CASL.

Variations of this language are acceptable so long as they comply with the legal requirements.

See the [CASL FAQs](#) for more information about these requirements and the application of CASL at the UAlberta.

1. Requests for Express Consent

Legal requirements: You cannot send someone a CEM unless you have their consent. Requests for express consent must contain the following information:

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

Requests for express consent can only be actively sought from those individuals from whom you already have implied consent. The reason for this is that an email seeking express consent is itself a CEM.

You will note that each of the below examples contemplates the inclusion of a hyperlink to a privacy policy and the prescribed address information noted above.

Example 1 (a stand-alone consent offered through web-form):

Keep up to date with **[information you want recipient to keep up to date with]** offered by UAlberta **[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, which CANNOT be pre-checked):

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

- I agree to receive a newsletter [or other documentation] containing information about [information you want recipient to receive] offered by UAlberta [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 an individual's personal information, you must give them a privacy notification containing:

- The purpose for collecting it;
- The legal authority for collecting it; and
- Contact information for a UAlberta position who can be contacted to 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 *Freedom of Information and Protection of Privacy Act* (Alberta) (FOIPP Act) the request must contain a privacy notification.

Second, in situations where CASL applies, the request must also include the Request for Express Consent language.

Example Privacy Notification Statement:

Protection of Privacy - The personal information requested on this form is collected under the authority of Section 33 (c) of the *Freedom of Information and Protection of Privacy Act* (Alberta) and will be protected under Part 2 of that Act. It will be used for the purpose of [state specific uses for which the information is collected]. Direct any questions about this collection to: [contact position, full address, and business telephone number].

The obligations under CASL are separate and distinct from the UAlberta’s obligations under the FOIPP Act, which continue to remain in place. For more information about the FOIPP Act and the UAlberta’s obligations under that legislation, please see the UAlberta’s Information and Privacy Office website at <https://www.ualberta.ca/information-and-privacy-office/index.html>.

3. Commercial Electronic Messages – Unsubscribe Mechanisms

Legal requirements: All CEMs must contain the following information:

- The name of the UAlberta unit sending the message;
- The following contact information for the UAlberta 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; and
- Information about how to unsubscribe from future CEMs

For email CEMs, 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 CEM 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 UAlberta Faculty or Unit] Newsletter

We are attaching the latest newsletter from **[Insert UAlberta Faculty or Unit]**. If you no longer wish to receive this newsletter, forward this email to @ualberta.ca with a message asking us to remove you from our mailing list.

Example 2 (email message - unsubscribe using a web page):

[Insert UAlberta Faculty or Unit] Newsletter

We are attaching the latest newsletter from **[Insert UAlberta Faculty or Unit]**. If you wish us to remove you from our mailing list, click here to unsubscribe.

Example 3 (text message):

[Course or other form of offering]

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

4. Unsubscribe Mechanisms on Web Pages

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.

Example:

Unsubscribe Request

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

UNSUBSCRIBE