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## **Background**

Electronic messaging is the means by which the Calgary Girls Charter School regularly communicates with parents, students, and staff. Generally, communications are limited to information sharing, but occasionally communication may encourage participation of a commercial nature including an expectation of profit, such as fund raising.

The bylaws of the Society, as well as policies and administrative procedures of the School state that notices to Parent Members will be sent by electronic means. Both email and website postings, and occasionally voice messages to telephones, are the electronic means for the school to send and receive messages.

The Family Zone on the CGCS website, which is password protected provides essential information to our school community. A parent/guardian who registers his/her child(ren) at CGCS is expected to provide an email address in order to receive notices regarding events and activities affecting students.

CGCS does not share the email lists with any person or organization outside of CGCS. The email addresses are used only for the stated purposes for which they are collected. Any parent or guardian may unsubscribe or withdraw consent to receive email messages; however, the School accepts no responsibility for providing alternative communication processes. Parents and guardians are encouraged to check the website frequently for new information.

## **Procedures**

1. The Principal will advise parents through the registration form and a posting to the website that CGCS communicates essential information electronically to parents and students.
  - 1.1 Parents/guardians will be asked to provide an email address, which CGCS accepts as the required explicit consent to send Commercial Electronic Messages (CEMs).
  - 1.2 Parents will be provided with an email address, school phone number and contact name if they wish to unsubscribe at any time. For further details, see the Privacy Policy located on the CGCS website under FamilyZone.
  - 1.3 The registration form will also state that explicit consent to send CEMs continues until the parent/guardian unsubscribes, or two (2) years after the child is no

longer a student at CGCS – whichever comes first.

2. The Principal will advise staff that the use of emails is primarily to share information where there is no expectation of profit. When the CEMs have an expectation of profit, the Principal must approve staff access to the email lists of parents, vendors, donors and supporters, and alumni.
3. Only those persons or businesses with whom CGCS has explicit consent or implied consent through an ongoing relationship may be contacted by email when the expectation is for profit. Fund-raising is an example of a for-profit CEM.
4. CGCS does not share its email lists with external organizations or persons.
5. All CEMs from staff, or on behalf of CGCS, and/or using the CGCS email system must contain an unsubscribe notice such as the following example:

I would like to unsubscribe from receiving:

- a. All messages from the Calgary Girls Charter School.
  - b. All promotional messages from the Calgary Girls Charter School. I will continue to receive notification consisting of information about the programs, events and activities.
6. Maintaining contact with alumni is important to the culture of CGCS. Alumni members have an implied relationship with CGCS; however, two (2) years after a student is no longer registered at CGCS, explicit consent is required in order to continue sending CEM's to alumni. Alumni will receive a CEM requesting explicit consent in a form such as the following:

I give explicit consent to receive messages from the Calgary Girls Charter School and I am aware that I can unsubscribe at any time.

Reference:  
Canada Anti-Spam Act