



Richmond Hill Public Library Board

CANADIAN ANTI-SPAM LEGISLATION POLICY

1.0 PURPOSE AND SCOPE

This policy has been developed as part of Richmond Hill Public Library's corporate program for compliance with Canadian Anti-Spam Legislation (CASL). CASL regulates commercial electronic messages and the installation of computer programs in the course of commercial activity. The Library believes that its customers should not be sent unsolicited commercial electronic messages without their prior authorization and supports the goal of CASL "to promote electronic commerce by increasing confidence in the use of the Internet to carry our business transactions."

2.0 USE OF EMAIL COMMUNICATION BY RICHMOND HILL PUBLIC LIBRARY

Richmond Hill Public Library is a non-commercial, not-for-profit, publicly funded corporation that communicates with members of the public through a variety of media. The Library communicates by email with customers who have approved the use of their email addresses in specific contexts. The Library uses email to send notifications of holds availability, pre-due courtesy notices, and overdue notices, as well as notices of upcoming programs for those who have signed up on mailing lists.

With the understanding that some of these messages may be considered commercial under CASL:

1. The Library will only send unsolicited electronic messages promoting activities to electronic addresses belonging to members of the public in accordance with CASL, and with:
 - a. The express consent of recipients, obtained in accordance with CASL;
 - b. The contact information of the relevant Library staff included in the message seeking consent; and
 - c. An unsubscribe mechanism included in the message seeking consent.
2. All Library staff will receive the appropriate training on the Library's obligations under CASL and the requirements of this policy.

3. The Library will continue to ensure that, in the course of any commercial activity, it will not install, or cause to be installed, a computer program on any other person's computer system unless it has obtained the express consent of the owner or an authorized user of the computer system.

3.0 ACCOUNTABILITY

The Library's Director, Community Connections is responsible and accountable for documenting, implementing, enforcing, monitoring and updating the Library's legislative compliance.

4.0 AUDIT

The Library will conduct a regular audit of its electronic communication practices, to ensure compliance with this Policy.

Enriching Your Connections, Choices and Community

Approval Date: May 18, 2017

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