

questions & answers

Subscribe to Stay Informed: Canada's Anti-Spam Legislation and Text Message Opt-in

This document answers frequently asked questions regarding how to subscribe and opt-in to receive messages from your child's school and the Calgary Board of Education (CBE).

What is Canada's Anti-Spam Legislation (CASL)? What are commercial electronic messages?

Canada's Anti-Spam Legislation (CASL) is federal legislation intended to help ensure Canadians do not receive commercial electronic messages that they have not given their permission to receive. Commercial electronic messages include email and text messages inviting or encouraging participation in a commercial activity including buying, selling, fundraising, trading and paying fees. To learn more, visit the government website fightspam.gc.ca.

How do I ensure I receive all messages from my school?

If you want to receive important messages from your school and the Calgary Board of Education, please:



Go to cbe.ab.ca/subscribe to enter your email address and click **Subscribe**. That will subscribe you for commercial electronic messages on topics such as school fees, field trip costs and picture days. Please ensure you use your primary email address on file at the school (i.e. the same email where you receive school messages and that you use to log into your My CBE Account, if applicable).



In addition, if you want to receive any text messages from your school, **opt-in for texts by using your cell phone to text the word YES to the six-digit number 724665**. If you did not provide your cell number when you registered your child for school, please contact your school (cbe.ab.ca/directory) to update your information.

Do schools send commercial messages, as defined by CASL?

Yes. For example, messages that invite/encourage participation in the following are generally considered commercial under CASL:

- School fees
- Book sales
- Cafeteria menus, lunch fees and bake sales
- Field trips that include fees for food, transportation, admission, etc.
- School performances or athletic events that have paid tickets
- Yearbooks or school merchandise offered for sale
- Fundraisers
- Picture days

Why do I need to subscribe if I want to receive commercial messages?

To comply with federal legislation (CASL), the Calgary Board of Education and our schools are required to obtain your permission before sending you commercial electronic messages.



What happens if I do not subscribe online, or do not opt-in for texts?

The chart below shows you what messages you will and will not receive.

- Starting Oct. 1, 2016, if you have *not* subscribed online, you will stop receiving email and text messages on commercial topics such as school fees and book sales. You will still receive non-commercial emails, including absence and emergency notifications. You may also still receive commercial information provided through channels other than email and text, as permitted under CASL.
- If you do *not* opt-in to text messages, you will not receive any texts from your school or the Calgary Board of Education. This includes both commercial and non-commercial text messages.

<i>What messages will you receive if you...</i>	Emails	Text Messages
Both subscribe for commercial electronic messages AND opt-in for text messages	All emails	All texts
Only subscribe for commercial electronic messages	All emails	No texts
Only opt-in for text messages	Only non-commercial emails	Only non-commercial texts
Do nothing	Only non-commercial emails	No texts

Can I still subscribe after Oct. 1, 2016?

Yes, you can subscribe online at any time at cbe.ab.ca/subscribe. You can also opt-in to receive text messages at any time by texting YES to 724665.

Do I need to subscribe and opt-in for each of my children?

No. When you subscribe online and opt-in for text messages, it applies to all of your children at all Calgary Board of Education schools (so long as your contact information on record at the schools is the same).

Do I need to subscribe and opt-in again every year, or every time my child changes schools?

No. After you subscribe online and opt-in for text messages, your permission continues indefinitely unless withdrawn. However, if your contact information changes, please tell your school and then subscribe online again if your email changed, and opt-in for texts again if your cell number changed.

What if my contact information changes?

Please tell your school. You will also need to subscribe online again if your email changed, and opt-in for texts again if your cell number changed.

Do both parents/guardians need to subscribe and opt-in, if we both want to receive all messages?

Yes.

What if I have multiple cell numbers?

When sending your opt-in text message, use the cell phone you listed when you registered your child for school. If you gave the school two (or more) cell numbers, please opt-in from the phone you want to receive school messages on. If you send the opt-in text message from both your cell phones, you will receive school texts on both.

How do I unsubscribe or opt-out?

You can withdraw your consent at any time. To unsubscribe from commercial electronic messages, go to cbe.ab.ca/unsubscribe. To opt-out of receiving all text messages, text the word STOP to the six-digit number 724665. Please note that your request may take up to 10 business days to be processed.

What kind of text messages will my school send?

Some schools may send various types of information through text message, including general announcements, while other schools may rarely send text messages and instead rely on email or other communication channels. Contact your school for more information.

I am not receiving messages from my child's school. How do I fix that?

- Ensure you do both of the following:
 - Subscribe online at cbe.ab.ca/subscribe.
 - Opt-in for text messages by texting the word **YES** to the six-digit number **724665**.
- Check your email spam or junk folder.
- To help prevent messages from going to your spam folder or being blocked, ask the school what email address the messages are generally sent from, and add that email address to your contact list.
- Contact your school to ensure they have your current contact information, including the email address you subscribed with and the cell phone number you used to opt-in for texts. They will also need to ensure you are listed correctly in their records as being a "priority contact" for the student, if appropriate.

