

Canadian Anti-Spam Legislation (CASL)

MODEL LANGUAGE

The following language is recommended to comply with UFV's requirements under CASL. Variations of this language are acceptable as long as they comply with the legal requirements. This document should be read in conjunction with UFV's Frequently Asked Questions (FAQs).

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 the following information:

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

Example 1 (email message - requesting consent by reply email):

Learn how to keep fit with the UFV's "Monthly Sweat Newsletter", which contains lifestyle and fitness tips and great deals on vitamins and fitness gear. To sign up, simply reply to this message.

You may withdraw your consent to receive this newsletter at any time. Refer to our [privacy policy](#) or [contact us](#) if you have any questions.

Example 2 (email message - requesting consent using a link to a web form):

Learn how to keep fit with the [UFV's](#) "Monthly Sweat Newsletter", which contains lifestyle and fitness tips and great deals on vitamins and fitness gear. Click [here](#) to sign up.

You may withdraw your consent to receive this newsletter at any time. Refer to our [privacy policy](#) or [contact us](#) if you have any questions.

Example 3 (webpage - requesting consent using a checkbox¹):

- Yes! Send me UFV's "Monthly Sweat Newsletter", which contains lifestyle and fitness tips and great deals on vitamins and fitness gear.
- You may withdraw your consent to receive this newsletter at any time. Refer to our [privacy policy](#) or [contact us](#) if you have any questions.

2. Privacy Notifications

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

- (a) the purpose for collecting the information
- (b) the legal authority for collecting it
- (c) contact information for a UFV employee who can answer the individual's questions about the collection

Please insert the privacy notification after the Request for Consent language.

Example:

Privacy Notification - Personal information on this form is collected pursuant to section 26(c) of the *Freedom of Information and Protection of Privacy Act* ("FIPPA"). UFV will use your information to send you newsletters and other informational materials, and for statistical purposes. Your information will remain confidential, and will only be used or disclosed as authorized under the FIPPA. Should you have any questions about the collection of information, please contact UFV.

3. Commercial Electronic Messages and Unsubscribe Mechanisms

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

- (a) the name of the UFV unit sending the message
- (b) the following contact information for the UFV 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
- (c) 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.

¹ The check-box cannot be "pre-checked".

- For text messages, 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):

We are attaching the latest “Monthly Sweat Newsletter” from UFV. If you no longer wish to receive this newsletter, forward this email to monthlysweat@UFV.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):

We are attaching the latest “Monthly Sweat Newsletter” from UFV. If you no longer wish to receive this newsletter, click [here](#) to remove your name from our mailing list.

Example 3 (text message):

See the latest “Monthly Sweat Newsletter” from UFV at www.monthlysweat.UFV.ca.
Text STOP or click [here](#) to unsubscribe.

Example 4 (unsubscribe form on a web page):

Unsubscribe Request

I wish to be removed from the mailing list for the Monthly Sweat newsletter published by UFV.

UNSUBSCRIBE