



<b>Approved Date:</b> January 2020 <b>Revision Date:</b>	<b>Approved by:</b> the Board of Directors
<b>Effective Date:</b> January 2020	<b>Next Review Date:</b> December 2022

### Purpose

The Canadian Anti-Spam Legislation (CASL) was created in 2014 to reinforce best practices in email marketing and combat spam and related issues. All business, including not-for-profit organizations, must comply with the legislation.

### Policy Statement

BC Archery will comply with the requirements of the Canadian Anti-Spam Legislation in communication with members, competitors, participants and protection of information.

### Policy Scope

The policy applies to all BC Archery commercial activity and communication to members, member clubs, other individual participants, the public or businesses or organizations, and that has as a part of its purpose to encourage the recipient to engage in commercial activity.

The policy applies regardless of the type of communication used, including email, instant message, text, tweet or any other electronic message.

### Policy Application and Procedures

1. Each type of commercial electronic messages (CEMs) with members, member clubs, other individual participants, the public or businesses or organizations will be reviewed to determine whether it is classified as commercial activity.
  - a. Examples of CEMs includes, but are not necessarily limited to:
    - Emails or other electronic messages seeking donations for BC Archery
    - Emails or other electronic messages seeking volunteers / members for BC Archery
    - Emails or other electronic messages selling tickets to an event or activity associated with BC Archery
    - Emails or other electronic messages promoting the services of BC Archery or its member clubs
    - Emails or other electronic messages promoting a charitable event or activity associated with BC Archery
    - Electronic newsletters from BC Archery or on behalf of its members
    - Emails or other electronic messages promoting BC Archery
2. BC Archery will ensure that one of the three general requirements for sending CEMs is met in each instance. These requirements are:
  - a. obtaining consent (express or implied\*\*). Express consent may be received verbally or in writing. Records must be kept for verbal or written consent. Consent can be withdrawn at any time.
  - b. provide up-to-date contact information for BC Archery in all commercial electronic messages, and
  - c. provide an unsubscribe mechanism for all commercial electronic messages.

\*\*Implied consent in a non-business relationship is in place if the recipient has been a member of BC Archery or a member of a member club in the preceding two years.