



Canada's Anti-Spam Legislation (CASL)

APPLYING CASL TO NIPISSING UNIVERSITY ACTIVITIES

The following is a list of common Nipissing University activities. It shows that the "core activities" of the University (i.e. all activities that are central to its mandate and responsibilities) are exempt from CASL. This document should be read in conjunction with the Frequency Asked Questions (FAQs).

STUDENT RECRUITMENT		
Purpose of Message	Does CASL apply?	Notes
Promoting, or recruiting students for, University-run programs that are primarily educational in nature (e.g. academic and professional programs or courses, continuing education programs, summer day camps).	No	This is a core activity of the University.
Promoting, or recruiting students for, programs run by non-University organizations.	Yes	Obtain consent.
Application, admission, and registration processes for University-run educational programs.	No	This lacks "commercial character" and is a core activity of the University.
Collecting information from prospective students for statistical or service improvement purposes.	No	This lacks "commercial character".
STUDENT SERVICES		
Purpose of Message	Does CASL apply?	Notes
Providing information about administrative matters (e.g. registration, schedules, policies, exams, emergencies).	No	This lacks "commercial character" and is a core activity of the University.
Communicating with students for teaching purposes.	No	This lacks "commercial character" and is a core activity of the University.

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Promoting the purchase of products, goods or services offered by the University that are closely connected to the core activities of the University (e.g. course materials, student meal plans, student residences).	No	This is a core activity of the University.
Promoting the purchase of products, goods or services offered by the University that are not closely connected to the core activities of the University (e.g. branded merchandise in the Bookstore).	Yes	Obtain consent.
Promoting the purchase of products, goods or services offered by third parties (e.g. a sale at the local bike shop, a private gym membership).	Yes	Obtain consent.
Collecting information from students for statistical or service improvement purposes.	No	This lacks "commercial character".

EMPLOYEE RECRUITMENT AND SERVICES

Purpose of Message	Does CASL apply?	Notes
Recruiting faculty and staff to work at the University.	No	This is a core activity of the University.
Informing faculty and staff about the activities of the University, including employee benefits and services (e.g. pension, health plan).	No	The message is an internal employee-to-employee message that concerns the University's activities.
Collecting information from faculty and staff for statistical or service improvement purposes.	No	This lacks "commercial character".

EVENTS

Purpose of Message	Does CASL apply?	Notes
Promoting events that relate to any of the core activities of the University (e.g. student athletic events, student concerts, student art exhibits, academic conferences, research workshops).	No	This relates to the core activities of the University.
Promoting events that are <i>not</i> related to the core activities of the university (e.g. professional sporting events held in University facilities).	Sometimes	If the message is for the primary purpose of raising funds for the University, it is exempt. Otherwise, obtain consent.

SERVICES UNRELATED TO "CORE ACTIVITIES" OF THE UNIVERSITY		
Purpose of Message	Does CASL apply?	Notes
Promoting services offered by the University that do not relate to any of the core activities of the University (e.g. rental of facilities; lease of space on University servers to third parties).	Yes	Obtain consent.
Responding to an inquiry from a third party about any of the foregoing services.	No	This message is exempt because it is sent in response to a request.
Delivering one of the foregoing services in response to the third party's request.	No	This message is exempt because it delivers a previously requested product, good or service.
Obtaining payment from a third party for one of the foregoing services where there is a legal (contractual) obligation to pay (e.g. debt collection or invoicing functions).	No	This message is exempt because it was sent to satisfy a legal right.
ADVANCEMENT AND ALUMNI ENGAGEMENT		
Purpose of Message	Does CASL apply?	Notes
Providing information to alumni or the public at large relating the activities of the University.	No	This lacks "commercial character" and relates to the core activities of the University.
Raising funds for the University.	No	The message is exempt because it's primary purpose is raising funds for the University.
Promoting third party products or service (e.g. a NU branded credit card).	Yes	Obtain consent.
RESEARCH		
Purpose of Message	Does CASL apply?	Notes
Providing information to the public about research activities.	No	This is not a Commercial Electronic Message because it lacks "commercial character".
Requesting funding for a research project from a funding agency or clinical trial sponsor.	No	This relates to the core activities of the University.
Communicating with other researchers about research activities.	No	This lacks "commercial character" and relates to the core activities of the University.

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Recruiting research subjects.	No	This lacks "commercial character".
Collecting research data.	No	This lacks "commercial character".
Licensing the discoveries of NU researchers for commercial purposes.	Yes	Obtain consent.
PROCUREMENT		
Purpose of Message	Does CASL apply?	Notes
Making an inquiry about products, goods and services offered by a third party.	No	It is acceptable for the University to make an inquiry related to the recipient's commercial activities (s. 6(5)(b)).
Communicating with an employee, representative, consultant or franchisee of a third party if the University has a relationship with the third party and the message concerns the activities of the third party.	No	The message is exempt because it is (i) sent to an organization that has a business relationship with the University and (ii) is relevant to the recipient organization.
All other messages related to the procurement of products, goods and services offered by a third party.	Yes	Obtain consent. Note that in some cases you will have "implied consent" to send such messages. See the FAQs for more information.