

Canada's Anti-Spam Legislation (CASL)

MODEL LANGUAGE

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

1. Requests for Express Consent

Legal Requirements: You cannot send someone Commercial Electronic Messages (CEMs) unless you have their consent. Requests for consent must contain the following information:

- (a) The specific purpose for which you are seeking their consent;
- (b) The name of the Nipissing University department seeking consent;
- (c) The following contact information for the Nipissing University department seeking consent (or a link to a website containing this information):
 - Mailing address;
 - Telephone number and/or email address and/or web address; and
- (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 stay involved with the [NU Alumni Relations](#) "NU Connections" quarterly newsletter, which keeps you up to date with the school and what other alumni are doing. 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 stay involved with the [NU Alumni Relations](#) "NU Connections" quarterly newsletter, which keeps you up to date with the school and what other alumni are doing. 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 the [NU Alumni Relations](#) "NU Connections" quarterly newsletter, which keeps you up to date with the school and what other alumni are doing.

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.

¹ The checkbox cannot be "pre-checked".

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; and
- (c) Contact information for a Nipissing University employee who can answer the individual's questions about the collection.

If your department has a privacy policy, you should ensure that this contains your privacy notification. If you do not have a privacy policy, you should insert the privacy notification after the Request for Consent language.

Example:

Privacy Notification – Personal information on this form is collected pursuant to the *Freedom of Information and Protection of Privacy Act* (“FIPPA”). NU Alumni Relations 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 NU Alumni Relations at alumni@nipissingu.ca.

3. CEMs and Unsubscribe Mechanisms

Legal Requirements: All CEMs must contain the following information:

- (a) The name of the Nipissing University department sending the message;
- (b) The following contact information for the Nipissing University department 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 CEMs 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 they can unsubscribe; or
 - For text messages, you have provided **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 webpage where they can unsubscribe.

Example 1 (email message – unsubscribe by email):

We are attaching the latest “NU Connections” newsletter from [NU Alumni Relations](#). If you no longer wish to receive this newsletter, forward this email to alumni@nipissingu.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 “NU Connections” newsletter from NU Alumni Relations. 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 “NU Connections” newsletter from NU Alumni Relations at our website at <https://www.nipissingu.ca/alumni>. Text “STOP” or click here to unsubscribe.

Example 4 (unsubscribe for on a web page):

Unsubscribe Request

I wish to be removed from the mailing list for the quarterly “NU Connections” newsletter published by NU Alumni Relations.

UNSUBSCRIBE