



Manual of Operations

Title: CASL Anti-Spam Compliance	Number: MO-01-10
Source: WGHA Board	
Approved By: WGHA Board	Date Approved: November 2017 Date Last Reviewed: February 2024

A primary responsibility of the WGHA Board is to ensure compliance with all relevant legislation.

Canada's anti-spam legislation (CASL) came into effect July 1, 2014. This legislation requires organizations who send commercial electronic messages (CEM) promoting services or products to third parties to ensure that consent to send such CEM is obtained.

A "third party" is an individual, organization or business who has no existing relationship with the WGHA.

APPLICATION

This Policy applies to all Members who communicate with third parties on behalf of the WGHA when promoting a service or product. This may happen when approaching a business for fundraising, or sending mass emails to our membership list, among other contacts.

It does not apply to individuals communicating with other individuals where there is a pre-existing personal relationship, or where there is no service or product being promoted.

It does not apply to messages sent to other persons within the WGHA, where the electronic messages concern the activities of the WGHA, for example from coaches to team members, or board member to board member.

OBLIGATIONS

When sending CEMs to third parties including mass emails to members about our services, WGHA shall ensure:

- It has obtained consent within the previous two (2) years before sending CEMs;



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- It clearly identifies itself in all messages by clearly identifying in the CEM the name of the individual and the WGHA;
- It contains a link for the receiver to “unsubscribe” or be removed from the sender’s contact list via mechanism in the website. Should the receiver request no further CEMs, the WGHA shall remove the sender’s contact information within a reasonable period of time.

PROCEDURE

- WGHA’s primary point of obtaining implicit/explicit consent from its members shall be at annual registration. At that time, Members will be informed of the purpose of WGHA’s collection of information and obtain consent for sending CEMs. Consent will be sought for communications from team staff and coaches, as well as out periodic emails advising of upcoming events, offers and reminders from the WGHA.
- WGHA can facilitate the collection of emails by adding a “Send Me Update” type page where members can join the mailing list
- An “unsubscribe” page will be added to the WGHA website, accessible to third parties who proactively wish to unsubscribe from WGHA’s CEMs. Links should be provided on summer email reminders for those members who no longer wish to receive WGHA’s CEMs.
- Email addresses shall be retained securely in accordance to this policy and WGHA’s Privacy Policy.
- Team staff will be instructed to delete contact information of team members at the end of the hockey season in the absence of an “existing personal relationship” or other legitimate reason to retain such contact information.