



Policy Name:	Anti-Spam Policy		
Section:	System	Effective Date:	June 22, 2015
Motion Number:	19-36	Reviewed Date:	May 23, 2019
Policy Number:	SYS-04	Next Review Date:	October 2027

Purpose

Barrie Public Library may communicate with its members through a variety of means. The Library will only send electronic messages in accordance with *Canada's Anti-Spam Legislation (CASL)* and with:

- The implied or express consent of the recipient(s).
- The contact information for the Library in the body of the message.
- A method to unsubscribe and revoke consent if desired.

Policy

Implied Consent

The Library has implied consent to send commercial electronic messages to the following:

- Current and active cardholders of the Library
- Persons who ceased to be cardholders in the twenty-four months preceding the date of the sending of the electronic message
- Persons who entered into a financial transaction with the Library in the twenty-four months preceding the date of sending the electronic message
- Persons who donated to the Library in the twenty-four months preceding the sending of the electronic message.
- Persons who volunteered for the Library in the twenty-four months preceding the date of the sending of the electronic message.

Express Consent

In the event that implied consent isn't present, the Library will obtain express consent from a person to whom it sends electronic messages in accordance with CASL and that consent will be recorded in accordance with Library procedure and shall specify the date the express consent was given, the types of electronic messages the person consented to receive and the manner in which the consent was given.

Training

Training on this policy for Library staff members will be mandatory and will be conducted and tracked by Library Administration. Newly hired staff members and volunteers with a BPL email account will receive this training as part of their initial orientation within ninety days of joining the Library.