

ANTI-SPAM POLICY

Subject: Anti-Spam Legislation Policy		Number: OP5	
Effective Date: June 23, 2015	Page Number:	Section: Operations	
Revision Date:	Approved by: Board of Directors		
<p>Policy Statement:</p> <p>Canada's Anti-Spam Legislation specifies requirements that apply to commercial conduct and the sending of commercial electronic messages, such as an email. PIN, The People and Information Network (PIN) will abide by the following requirements:</p> <ol style="list-style-type: none"> 1. Consent – must have express or implied consent to send a commercial electronic message. 2. Identification – must clearly identify the organization sending the message 3. Unsubscribe mechanism – must include an unsubscribe mechanism on every electronic message sent. <p>PIN will undertake the following procedures to uphold the three requirements for all of our current and any future lists created.</p> <p>Procedure:</p> <ol style="list-style-type: none"> i. The Waterloo-Wellington Learning Alliance Non-Member List and MemberLINK list will be edited and checked for duplicate contacts and consent on an annual basis. ii. All email templates will include the PIN logo or Waterloo-Wellington Learning Alliance logo clearly displayed at the top so that identification with e-recipients is clearly marked. iii. PIN will include an unsubscribe option on the website for individuals receiving email correspondence about volunteer opportunities. Email templates will have the same function. Subscription and the maintenance of e-lists will be the responsibility of the Communications and Program Coordinator. iv. PIN's privacy policy will be made available on the organization's website (PINnetwork.ca) 			