



AD.2.12.1 Compliance with Canadian Anti-Spam Legislation (CASL)

Schedule A: Applying CASL to SAIT Activities

RECRUITMENT		
Purpose of Message	Does CASL apply?	Notes
Promoting, or recruiting students for SAIT-run programs that are education-based (grant funded, individual learner, camps, corporate training)	No	Primary purpose is not commercial. Messages can be sent until someone unsubscribes
Promoting, or recruiting students for <u>non</u> SAIT-run programs (3 rd party events or activities)	Yes	Consent is required
Applications, admissions, and registration processes for SAIT-run programs	No	Primary purpose is not commercial. Messages can be sent until someone unsubscribes
Collecting information from prospective students for statistical or service improvements purposes	No	Primary purpose is not commercial

STUDENT SERVICES		
Purpose of Message	Does CASL apply?	Notes
Providing information about administrative matters (for example, registration, schedules)	No	Primary purpose is not commercial and a business relationship exists (implied consent)
Promoting the purchase of products, goods and services offered by SAIT that are closely connected to core activities (for example, course materials, student residences, meal plans, tool sales)	No	Primary purpose is not commercial and a business relationship exists (implied consent)



Promoting the purchase of products, goods and services offered by SAIT that are <u>not</u> closely connected to core activities (for example, fitness memberships, merchandise, retail sales)	Yes	Consent is required
Promoting the purchase of products, goods and services offered a third party (for example, discounts at food outlets, event tickets)	Yes	Consent is required
Collecting information from students for statistical or service improvements purposes	No	Primary purpose is not commercial

EMPLOYEE RECRUITMENT

Purpose of Message	Does CASL apply?	Notes
Recruiting staff and faculty to work at SAIT	No	Primary purpose is not commercial
Informing staff and faculty about the activities of SAIT (for example, benefits, services)	No	Business relationship existing (implied consent)
Promoting the purchase of products, goods and services offered by SAIT that are connected to core activities (for example, programs, events, Highwood reservations, tool sales)	No	Primary purpose is not commercial and a business relationship exists (implied consent)
Promoting the purchase of products, goods and services offered by SAIT that are not closely connected to core activities (for example, Affinity Programs, retail sales)	Yes	Consent is required
Collecting information from staff and faculty for statistical or service improvements purposes	No	Primary purpose is not commercial

EVENTS

Purpose of Message	Does CASL apply?	Notes
Promoting events (free and ticketed) that relate to any of the core activities of SAIT and/or are fundraising in nature and organized by SAIT (for example, golf tournaments, alumni events)	No	Primary purpose is not commercial. Messages can be sent until someone unsubscribes



Promoting events (free and ticketed) that are not related to any of the core activities of SAIT and/or are organized by a third party (for example, sporting events that use Campus Centre, Aboriginal groups inviting SAIT students to community events)	Sometimes	If the message is for the primary purpose of raising funds for SAIT, it is exempt. Messages can be sent until someone unsubscribes. Otherwise consent is required.
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MISCELLANEOUS SERVICES		
Purpose of Message	Does CASL apply?	Notes
Promoting rental of SAIT facilities and conference services	Yes	Consent is required
Soliciting for campus advertisers (for example, acquiring advertisers, and messages that include advertising with commercial intent)	Yes	Consent is required
Selling or promoting fee-based memberships (for example, fitness memberships, clubs)	Yes	Consent is required
Responding to an inquiry from a third party about any of the above	Yes/No	One electronic response is permitted and then obtain consent
Delivering any of the above services in response to a third party request	No	Consent is implied given business arrangement
Obtaining payment from a third party for any of the services above where there is contractual obligation to pay	No	Message is exempt as it is sent to satisfy a legal obligation

CAMPUS NEWS		
Purpose of Message	Does CASL apply?	Notes
Providing information to students, donors and alumni or the public at large regarding the activities and programs of SAIT	No	Primary purpose is not commercial. Messages can be sent until someone unsubscribes



Raising funds for SAIT (donations, sponsorship, student awards, events, etc.)	No	Fundraising messages are exempt from the legislation. Messages can be sent until someone unsubscribes
Promoting third party products or services (for example, affinity partners – insurance, credit cards)	Yes	Consent is required

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