

CASL Compliance Policy



Version:	1.0
Approved:	June 26 th , 2024

Purpose:

The purpose of this policy is to establish guidelines for the Mycological Society of Toronto (“the MST”) to be in compliance with Canada’s Anti-Spam Legislation (CASL). This policy applies to all volunteers and persons who send a message on behalf of the MST.

Definitions:

Commercial electronic message (CEM)	A CEM is a message sent by an electronic means, such as an email, instant message, tweet, voicemail, or text to another electronic address with, as its purpose or as one of its purposes, to encourage participation in a “commercial activity”.
Member	A member in good standing of the MST, as defined by the Membership Policy

References:

- Canada’s Anti-Spam Legislation (CASL)
- Membership Policy

Policy:

1. Compliance with Legislation

- 1.1 All communication in the form of commercial electronic messages (CEM) originating from the MST’s computers or devices will only be sent after receiving consumer consent. Express consent will be required prior to all electronic communication (unless implied consent is obtained due to a pre-existing relationship with any member, client or partner). When using any form of CEM for electronic marketing purposes, the MST will act in accordance with legislation by:
 - Obtaining express consent from the consumer or recipient
 - Identifying ourselves by including our company contact information in communication
 - Presenting an opt-in option by asking recipients for confirmation before they are subscribed to our emailing lists
 - Including a clear and detailed opt-out mechanism by allowing recipients to unsubscribe from our emailing lists at any time
- 1.2 All volunteers and persons who send a message on behalf of the MST are responsible for ensuring they are aware of this policy and for following relevant procedure.