



**POLICY TITLE:** WEBSITE ANTI-SPAM INFORMATION & CONSENT PROVISIONS

**MONITORING:** Annual Review by Governance and Nominations Committee

**APPROVED:**

**AMENDED:**

**REFERENCES:**

**1. *Canada's Anti-Spam Legislation***

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**PURPOSE:**

The Council for Healthy Eyes Canada (CHEC) is committed to the goal of ensuring that anyone who we send electronic communications to does not receive spam from us.

CHEC only sends commercial electronic messages (CEM) in compliance with our Website AntiSpam Information and Consent Provisions, which have been developed in accordance with Canada's Anti-Spam Legislation (CASL).

**PROVISIONS:**

**What is a Commercial Electronic Message (CEM) and What is Spam?**

A CEM is an electronic message (e.g., e-mail, text) that encourages participation in a commercial activity. Spam, is unsolicited, unwanted electronic messages, also known as 'junk' e-mail or text messages that may be annoying, damaging, fraudulent or misleading. A CEM under CASL is broader than Spam.

**When Does CHEC Send Commercial Electronic Messages?**

CHEC is committed to respecting our members', clients', stakeholders' and customers' right to be spam-free and strives to ensure that every message we send provides relevant information to meet your needs.

To comply with CASL, CHEC requires your consent to send you many types of messages electronically, including:

- e-mail correspondence;
- newsletters;
- invitations to events;
- surveys;
- informational material; and,
- industry updates.

CHEC realizes that your preferences may change. In every electronic message, CHEC will include a mechanism for you to unsubscribe. Additionally, you may change your subscription options at any time.

Update My Subscription Preferences Please Email: [alberta.association@optometrists.ab.ca](mailto:alberta.association@optometrists.ab.ca)

The following information can still be sent electronically without your consent:

- a response to a request from you;
- information about your account or relationship with CHEC;
- certain information about the goods or services you have purchased from CHEC;
- a message facilitating, completing or confirming an existing commercial transaction;
- if you have provided your e-mail address to CHEC, or have published your e-mail address, and the content CHEC is sending you is relevant to your business role;
- if a third party who we both have an existing relationship with has referred you to CHEC;
- if you have an existing business relationship with CHEC;
- if you have an existing non-business relationship with CHEC;
- messages sent to CHEC's volunteers, members, supporters and/ or donors;
- if CHEC representative sending you the message has a personal relationship with you; or,
- if you are receiving the message in order for CHEC to fulfill a legal obligation or enforce a pending or existing legal right.

### **How Does the CHEC Protect You from Receiving Spam?**

CHEC's representatives have received training and are instructed to follow our Website AntiSpam Information and Consent Provisions when sending CEMs. CHEC's information technology (IT) platforms support our efforts to comply with this policy.

CHEC does not knowingly send spam and does not wish to send you material you do not want to receive. Accordingly, you can unsubscribe from receiving any messages you do not want to receive at any time. CHEC does not sell or exchange any of your information without your consent.

### **What if I No Longer Want to Receive Messages From the CHEC?**

CHEC's CEMs provide you with the ability to unsubscribe or opt out of receiving our CEMs. You can also unsubscribe or change your subscription preferences on this website. When you unsubscribe using the link provided in our CEMs, your request will be processed as soon as possible, and no later than ten (10) days after you send the request. There are only limited contexts in which we cannot stop sending you certain messages, such as when we must communicate with you to enforce legal rights or respond to your requests, etc.

### **I think I received a CEM from the CHEC that seems to be spam**

In the unlikely event that you receive any messages from the CHEC that may be considered spam, please contact us at [councilforhealthyeyes.info@gmail.com](mailto:councilforhealthyeyes.info@gmail.com) and the matter will be investigated. All of CHEC's team members are aware of the provisions in this document, are appropriately trained, and are required to ensure that CEMs receive your consent or prior approval from CHEC and/or our agents and representatives.

### **CHANGES TO THIS ANTI-SPAM POLICY**

CHEC may amend this policy at any time by publishing a new version of it on our corporate website.

**CONTACT US**

CHEC is committed to ensuring that you do not receive unwanted e-mails from our servers. Should you have any questions about the CHEC's spam management strategies, please contact us at [councilforhealthyeyes.info@gmail.com](mailto:councilforhealthyeyes.info@gmail.com).

**DOCUMENT REVISION RECORD**

<b>Previous Revision Date</b>	<b>New Revision Date</b>	<b>Pages Affected</b>	<b>Revision Details</b>

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