

Canadian Anti Spam Legislation (CASL)
APPLYING CASL TO SAIT ACTIVITIES (updated July 2017)

RECRUITMENT		
Purpose of Message	Does CASL apply?	Notes
Promoting, or recruiting students and alumni 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 and alumni for <u>non</u> SAIT-run programs (3 rd party events or activities)	Yes	Consent 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 (e.g. registration, schedules)	No	Primary purpose is not commercial and a business relationship exists (implied consent)
Promoting the purchase of products, goods, services offered by SAIT that are closely connected to core activities (e.g. 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, services offered by SAIT that are <u>not</u> closely connected to core activities (e.g. fitness memberships, merchandise, retail sales)	Yes	Consent required
Promoting the purchase of products, goods, services offered a third party (e.g. discounts at food outlets, event tickets)	Yes	Consent required
Collecting information from students for statistical or service improvements purposes	No	Primary purpose is not commercial

ALUMNI SERVICES		
Purpose of Message	Does CASL apply?	Notes
Regular event, programming and communications	No	Primary purpose is not commercial and falls within the alumni association membership
Promoting the purchase of products, goods, services offered by a third party (e.g. affinity programs and services)	Yes	Consent required. Note SAIT considers its student admission agreement as express consent during the student/alumni relationship. SAIT will send CEM until the alumnus/a unsubscribes
Collecting information from alumni for statistical or service improvements purposes	No	Primary purpose is not commercial

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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 (e.g. 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 (e.g. 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 (e.g. 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 (e.g. golf tournaments, alumni events)	No	Primary purpose is not commercial. Messages can be sent until someone unsubscribes
Promoting events (free and ticketed) that are <u>not</u> related to any of the core activities of SAIT and/or are organized by a third party (e.g. 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.

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 (e.g. acquiring advertisers, and messages that include advertising with commercial intent)	YES	Consent is required
Selling or promoting fee based memberships (e.g. fitness memberships, clubs)	Yes	Consent required
Responding to an inquiry from a third party about any of the above	Yes/No	1 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

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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 (e.g. affinity partners – insurance, credit cards)	Yes	Consent is required. Note SAIT considers its student admission agreement as express consent during the student/alumni relationship. SAIT will send CEM until the alumnus/a unsubscribes