

Policy Name:	<b>Anti-Spam</b>	Policy #:	<b>A4</b>
Approval Aug 27, 2020			

## Purpose

The *Anti-Spam* policy ensures PMPL compliance with *Canadian Anti-Spam Legislation* (hereafter CASL).

## Application

This policy applies to anyone who communicates on behalf of the library including board members, staff, volunteers, and any third party who provides a service on behalf of the library or encourages participation in library services.

## Policy Statement

Port Moody Public Library will only send electronic messages to library customers in accordance with the *Canadian Anti-Spam Legislation* (CASL). These messages will:

- Have the implied or expressed consent of the recipient(s)
- Contain the library's contact information in the body of the message
- Have a method to unsubscribe or revoke consent if the customer so desires

The library has implied consent to send electronic messages to the following:

- Current and active cardholders of the library
- Persons who were cardholders in the 24 months preceding the date of the sending of the electronic message
- Persons who entered into a financial transaction with the library in the 24 months preceding the date of sending the electronic message
- Persons who donated to the library in the 24 months preceding the sending of the electronic message
- Persons who volunteered for the library in the 24 months preceding the sending of the electronic message

In the event that implied consent is not present, the library will obtain express consent in accordance with CASL. Express consent will be recorded in accordance with library procedures along with the types of electronic messages the person consented to receive. With respect to social media messaging, express consent is given by following or subscribing, as per the method for the medium.

The library and any third party vendor providing services on its behalf must obtain express consent to install computer programs on customer devices by means of an opt-in option. Staff giving device support assistance will explain the installation process or demonstrate it on a library device. The customer will decide whether to proceed with the installation and perform the actions themselves.

The library is not liable for any and all third party electronic communications not in compliance with this policy.

Training on this policy for library staff members will be mandatory and will be conducted and tracked by library administration.