Configuring CASL and Setting Email Notification Preferences

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Introduction

CASL (Canadian Anti-SPAM Legislation) is a law that was passed in 2014 and is currently being enforced throughout Canada. In essence, it prevents any institution in Canada (including schools) from sending email messages with content of a commercial nature to anyone who does not wish to receive such messages. What constitutes "content of a commercial nature" is something that each district must determine for itself.

SchoolMessenger Communicate provides two different means email recipients can use to opt out of receiving not only email messages of a commercial nature, but various other types of email messages as well. The first method involves clicking on a link in the footer of any email message, while the second method involves setting various message subscription preferences from within the SchoolMessenger app. Anyone whose email address appears in a SchoolMessenger record (e.g. student, parent, guardian) can download the SchoolMessenger app and use it not only to set their subscription preferences, but also receive school and district broadcasts. Both methods are discussed here.

Setting Email Notification Preferences – Unsubscribe Link in Email

All emails sent from Communicate have a footer which includes an unsubscribe link. The default footer is shown below:

> <School District XXX> would like to continue connecting with you via email. If you prefer to be removed from our list, please contact <School District XXX> directly. To stop receiving all email messages distributed through our SchoolMessenger service, follow this link and confirm: Unsubscribe
>
> SchoolMessenger is a notification service used by the nation's leading school systems to connect with parents, students, and staff through voice, SMS text, email, and social media.

Any change to this footer must be approved by the Implementation Manager. If you wish to change this footer in any way, please confer with your Implementation Specialist during implementation before your Communicate system is activated. If your account is already live, please contact the SchoolMessenger Support department by email from an individual authorized by the district to request such changes.

When an email recipient clicks on the unsubscribe link in the footer, it takes them to the page shown below. All the broadcast types that exist for their account will appear.

Above is an example of an email subscription form which allows email recipients to opt out of receiving various types of email messages. In the above example, the email recipient has chosen to receive all types of email messages, except District News.

All Broadcast types that exist for the district will appear for subscription selection here, including Attendance and Emergency Broadcast types.

A special Commercial Message Broadcast Type can (and perhaps should) be set up in Communicate and appear here for most Canadian schools. Broadcasts of a commercial nature would then be sent by schools and districts using the Commercial Message Broadcast Type. These messages would only be received by those who have subscribed to receiving commercial messages. If a specific broadcast type is not created and designated for messages containing commercial content, then either email messages with commercial content should never be sent from the school/district, or the General Broadcast Type should be used, and prospective recipients should be told to opt out of receiving General broadcast emails.

Creating a Commercial Message Broadcast Type allows you the flexibility of sending non-commercial email messages to everyone (including those that have opted out of receiving commercial messages) and excluding those who've opted out of receiving commercial messages when you send such messages.

💡 *Note: Users are able to opt out of any and all Broadcast types, not just commercial.*

Setting Email Notification Preferences – SchoolMessenger App

Prospective recipients can also set their preferences in the SchoolMessenger app (and enjoy all the other benefits of using that app).

The SchoolMessenger app is available on iTunes or the Google Play Store. Look for the blue icon, not the gold one (the SchoolMessenger Admin App).
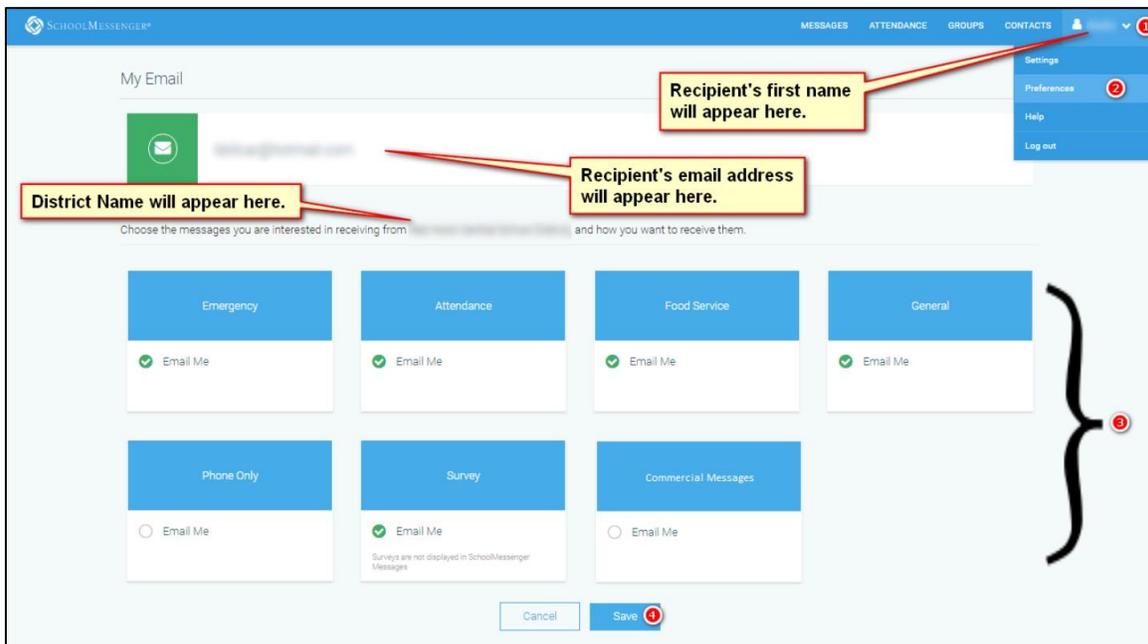
Broadcast recipients can set their email preferences by following the below steps:

SchoolMessenger App for Parents, Students and Teachers

SchoolMessenger Admin App for sending broadcasts

Click on the pulldown menu next to their name.

Click on **Preferences** and choose **Email Preferences**.

Check the broadcast types for the email messages they wish to receive.

Click **Save**.

Questions?

If you have any questions regarding the above, please contact support.

SchoolMessenger Solutions Support

Phone: 800-920-3897

Email: support@schoolmessenger.com