Canadian Anti-Spam Legislation (CASL)
MODEL LANGUAGE

The following language is recommended to comply with York University's requirements under the CASL. Variations of this language are acceptable as long as they comply with the legal requirements. See the FAQs for more information about these requirements.

1. Requests for Express Consent

Legal requirements: York cannot send a person Commercial Electronic Message unless York has that person's consent. Requests for express consent must contain the following information:

(a) the specific purpose for which you're seeking the consent
(b) the name of York University and the unit seeking consent
(c) the following contact information for the York University unit seeking consent (or a link to a website containing this information):
    o   mailing address
    o   telephone number and/or email address and/or web address
(d) a statement indicating that the person whose consent is sought can withdraw their consent at any time

Example 1 (email message - requesting consent by reply email):

Learn how to keep fit with the University's "Monthly Sweat Newsletter", which contains lifestyle and fitness tips and great deals on vitamins and fitness gear. To sign up, simply reply to this message.

You may withdraw your consent to receive this newsletter at any time. Refer to our privacy policy or contact us if you have any questions.

Example 2 (email message - requesting consent using a link to a web form):

Learn how to keep fit with the University's "Monthly Sweat Newsletter", which contains lifestyle and fitness tips and great deals on vitamins and fitness gear. Click here to sign up.

You may withdraw your consent to receive this newsletter at any time. Refer to our privacy policy or contact us if you have any questions.

Example 3 (webpage - requesting consent using a checkbox[1]):

☐   Yes! Send me the University "Monthly Sweat Newsletter", which contains lifestyle and fitness tips and great deals on vitamins and fitness gear.

You may withdraw your consent to receive this newsletter at any time. Refer to our privacy policy or contact us if you have any questions.

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[1] The check-box CANNOT be "pre-checked".

2. "Identification and Unsubscribe" Mechanisms

Legal requirements: All Commercial Electronic Messages must contain "identification and Unsubscribe" Mechanisms as follows:

(a) the name of York University and the unit sending the message
(b) the following contact information for the York University unit sending the message (or a link to a website containing this information):
- o mailing address
- o telephone number and/or email address and/or web address
(c) information about how to unsubscribe from future Commercial Electronic Messages, as follows:
- o For email messages, you may choose to allow the individual to unsubscribe by email or by clicking on a link that will take the user to a web page where he or she can unsubscribe.
- o For text messages, you have to provide BOTH of the following options: (a) replying to the text message with the word "STOP", and (b) clicking on a link that will take the individual to a web page where he or she can unsubscribe

Example 1 (email message - unsubscribe by email):

We are attaching the latest "Monthly Sweat Newsletter" from the University. If you no longer wish to receive this newsletter, forward this email to monthlysweat@yorku.ca with a message asking us to remove you from our mailing list.

Example 2 (email message - unsubscribe using a link to an unsubscribe form on a web page):

We are attaching the latest "Monthly Sweat Newsletter" from the University. If you no longer wish to receive this newsletter, click here to remove your name from our mailing list.

Example 3 (text message):

See the latest "Monthly Sweat Newsletter" from the University at www.monthlysweat.yorku.ca.
Text STOP or click here to unsubscribe.

Example 4 (unsubscribe form on a web page):

Unsubscribe Request

I wish to be removed from the mailing list for the Monthly Sweat newsletter published by the University.

UNSUBSCRIBE