

Promoting the purchase of products, goods or services offered by the University that are closely connected to the core activities of the University (e.g. course materials, student meal plans, student residences)	No	This is not a Commercial Electronic Message because it lacks "commercial character".
Promoting the purchase of products, goods or services offered by the University that are <u>not</u> closely connected to the core activities of the University (e.g. branded merchandise in the Bookstore)	Yes	Obtain consent.
Promoting the purchase of products, goods or services offered by third parties (e.g. tutoring services, a sale at the local bike shop, a private gym membership)	Yes	Obtain consent.
Collecting information from students for statistical or service improvement purposes	No	This is not a Commercial Electronic Message because it lacks "commercial character".

Purpose of Message	Does CASL Apply?	Notes
Recruiting faculty and staff to work at the University	No	This is not a Commercial Electronic Message because it lacks "commercial character" given the connection to core UFV activity.
Informing faculty and staff about the activities of the University, including employee benefits and services (e.g. pension, health plan, faculty/staff housing plan)	No	The message is exempt because it is an internal employee-to-employee message that concerns the University's activities (IC Reg. 3(a)(i)).



Responding to an inquiry from a third party about any of the foregoing services

No The message is exempt because it is sent in response to a request, inquiry or complaint or is otherwise solicited by the recipient (IC Reg. 3(b)).

Delivering one of the foregoing services in response to the third party's request

No The message is exempt because it delivers a previously requested product, good or service.

Obtaining payment from a third party for one of the foregoing services where there is a legal (contractual) obligation to pay (e.g. debt collection or invoicing functions)

No The message is exempt because it was sent to satisfy a legal obligation or enforce a legal right (IC Reg. 3(c)).

Purpose of Message	Does CASL Apply?	Notes
Providing information to alumni or the public at large regarding the activities of the University	No	This is not a Commercial Electronic Message because it lacks "commercial character". However, if the information or newsletter in part promotes commercial activities, it will require further steps to



Purpose of Message	Does CASL Apply?	Notes
Making an inquiry about products, goods and services offered by a third party	No	It is acceptable for the University to make an inquiry related to the recipient's commercial activities (s. 6(5)(b)).
Communicating with an employee, representative, consultant or franchisee of a third party if the University has a relationship with the third party and the message concerns the activities of the third party	No	The message is exempt because it is (i) sent to an organization that has a business relationship with the University; and (ii) relevant to the recipient organization (IC Reg 3(a)(ii)).