

Changes to Sharing Information via Email

Elk Island Public Schools (EIPS) appreciates the opportunity to stay connected with parents and one of the ways it does so is through email. However, federal law—Canada’s Anti-Spam Legislation (CASL)—requires that the Division must be given direct consent to continue to email its families, because occasionally, emails may contain what could be “commercial content.”

On February 15, you will receive a message from the Division that will give you the option to either subscribe or unsubscribe from school- and Division-generated emails. The same message is being sent to every email address you have provided to the Division. To remain on EIPS’ distribution list, you will have to make a choice as to whether or not you wish to continue receiving email for each of those addresses.

If you unsubscribe, or do not respond, you will no longer receive school- and Division-generated emails such as school newsletters, information about upcoming school and Division events, parent and community engagement opportunities and others. That’s because these messages may contain advertising or promotional content from time to time—for example, school fundraisers; lunch programs; field trips; the sale of yearbooks; purchasing of student photos, books, graduation, school productions or dance tickets; athletic events with an entry fee; options for purchasing third-party supplies or products or similar events and offers—and will therefore no longer be sent out.

NOTE: Even if you unsubscribe, you will continue to receive emails regarding emergency situations and financial matters. Those who received notifications about high school attendance will also still receive those messages.

We appreciate your co-operation in ensuring the Division’s distribution lists are compliant with the CASL requirements and you continue to receive only the information you feel is important.