



CP-008 Sending Commercial Electronic Messages



CP-008 Sending Commercial Electronic Messages & Why it Matters

- The Calgary Stampede is committed to establishing and maintaining the responsible use of electronic communications and complies with Canada's Anti-Spam Legislation (CASL) and similar laws.
- A **Commercial Electronic Message (CEM)** is a message that promotes a product, service, opportunity, or event, sent by email, text, or other digital format, encouraging commercial activity of some kind.
- Members may only send Commercial Electronic Messages (CEMs) if specific conditions are met, including receiving consent. Refer to the policy for full details.
- All CEMs must include required contact information and an unsubscribe option.
- Violations of this policy can have legal consequences and may be audited.

Who does this apply to? This policy applies to all Stampede Volunteers and Employees.



How this helps YOU

- Protects you and the organization from legal risk as CASL violations can lead to significant fines or penalties.
- Respects people's privacy by ensuring communications are only sent to those who want to receive them.
- Supports responsible marketing and builds trust with our community through clear, compliant outreach.
- Ensures consistency as everyone must follow the same rules when sending CEMs on behalf of the Stampede.
- Demonstrates accountability by maintaining records of consent and enabling proper oversight.





Real-World Impact

What happens if you email someone about an exciting Stampede event without consent?

Even if you have good intentions, sending a CEM without consent can lead to complaints or even fines. This policy helps ensure you're covered and communicating the right way.



Where to go for help

- The full Sending Commercial Electronic Messages Policy can be found on the Volunteer Website or the Intranet and People System for Employees.
- Speak to Corporate Communications if you have any questions or need further guidance.

E. ccommunications@calgarystampede.com

