

Subscribe to Stay Informed: Canada's Anti-Spam Legislation and Text Message Opt-in

Here are some frequently asked questions about how to make sure that you receive important messages, including commercial messages and messages sent by SMS, from your child's school and the Calgary Board of Education (CBE). You can find more information at www.cbe.ab.ca/subscribe.

What's the difference between subscribing and opting in?

- **Subscribing online** relates to what the message is about: you need to subscribe to get messages about things like busing, fun lunches, picture day, or school fundraisers by email or SMS (text message). These are called commercial messages under Canada's Anti-Spam Legislation (CASL).
- **Opting in** relates to how the message is sent: you need to opt in to receive any SMS messages (in compliance with the Canadian Wireless Telecommunications Association).

Subscribe Online to Receive Commercial Messages

Why should I subscribe?

Most schools send important messages by email (or, sometimes, SMS) that involve commercial activities. If you don't subscribe, you won't get these messages.

What are commercial messages? Are they advertisements?

They are messages that invite you to participate in a commercial activity like buying, selling, or donating. A message about busing for your school, a fundraising event, or even donations being collected for the food bank are all considered commercial.

What if I don't subscribe?

If your school has your up-to-date contact information, you'll still get phone calls from your school, as well as non-commercial email or SMS messages that your school sends. You won't get any commercial email or SMS messages.

So if I subscribe I'll get all of the messages?

There's more to it. To ensure that you get all messages, you need to:

1. **Confirm** that your school has your correct phone number and email address
2. **Subscribe online** to receive commercial messages (cbe.ab.ca/subscribe)
3. **Opt in** to receive SMS messages (text YES to 978338)

I subscribed but I'm still not getting any messages from my school. Why not?

Your school may not have your correct contact information. You can't update this by subscribing online – you need to contact the school office to update your email address and phone number. If your contact information is correct, make sure the messages aren't going into your spam or junk email folder.

I subscribed but I only get some of the messages my school sends. Why?

If you get some of the email or SMS messages your school sends but don't get others, the email address that you subscribed with may not be the one on file with the school, or it may have been entered incorrectly. Try subscribing again at cbe.ab.ca/subscribe. If, after a few days you still aren't getting the messages you expect, let your school office know.

Do I need to subscribe for each email address I use?

You only need to subscribe with the main email address that the school has on file for you. This will allow you to receive commercial messages at any other email address the school has on file for you.

How do I unsubscribe?

If you no longer want to receive commercial messages, you can go to cbe.ab.ca/unsubscribe and use the main email address that the school has on file for you to unsubscribe.

I unsubscribed but I am still getting messages from my school. Why?

Unsubscribing only prevents you from getting commercial messages by email or SMS. Even if you unsubscribe, you'll still get the other messages your school sends.

Can I subscribe without opting in?

Yes. If you subscribe, but don't opt in, you'll get all email messages, but will not get any SMS messages.

Opt In to Receive SMS Messages

How can I get SMS (text) messages?

Not all schools send messages via SMS. If your school does, you can receive non-commercial messages by texting the word **YES** to the six-digit number **978338**. If you want to also get commercial SMS messages, you also need to subscribe online at cbe.ab.ca/subscribe.

What if I have more than one cell phone?

If your school sends SMS messages, you need to opt in separately for each cell phone you want to be able to get those messages. From each, text YES to 978338.

I don't want to get SMS messages anymore. How do I opt out?

You can opt out of text messages by texting STOP to 978338. If you would like to opt out for more than one phone, do this for each one.

Updating Your Information

I have more than one child. Do I need to subscribe and opt in for each one?

No. As long as your contact information is the same, you don't need to subscribe or opt in for each child.

Do I need to subscribe and opt-in each year or when my child changes schools?

No. As long as your contact information is the same, you don't need to subscribe or opt in again.

What if my contact information changes?

Please tell your school. You will also need to subscribe online again if your email changes, and opt-in for texts again if your cell number changes.

Do both parents/guardians need to subscribe and opt-in, if we both want to receive all messages?

Yes, unless your email address and/or phone numbers are the same.

Can I opt in without subscribing?

Yes. If you opt in but don't subscribe, you'll get non-commercial email and SMS messages, but will not get any commercial messages.