



POLICY STATEMENT

PRODUCT OR SERVICE ENDORSEMENT / ADVERTISING IN SCHOOLS

Rationale

The Algonquin and Lakeshore Catholic District School Board will allow some advertising and distribution of materials in schools provided that it is in keeping with the Vision, Mission and Values of the Board. The Board will not, at the level of the system or the individual school, give exclusive endorsement to any commercial product or service.

Guiding Principles

- The Board will provide direction and guidelines to School Principals for the review and approval process of requests to distribute, post and/or display information, literature, advertising, announcements, coupons, admission passes, fundraising information and other similar requests to students and staff.
- The Board recognizes that, in approving displays, posters, advertising and announcements, and where communication to parents is distributed via students, it has a responsibility to protect students from the influence of inappropriate levels of commercial and/or political advertising.
- The Board reserves the right to approve or deny approval for the posting, display and/or distribution of any advertising, announcement, information, literature, or materials as it may deem appropriate.
- The Board will not give exclusive endorsement to any commercial product, business or service or allow by its intentional actions any implication of such exclusive endorsement.
- The presence on any school site of commercial advertising directed intentionally at students or families as consumers is not permitted except in the context of an approved fund-raising initiative or school activity approved by the Board.

References

The Education Act and Regulation 298
Vision, Mission and Values Statements
Canada's Anti-Spam Legislation (CASL)

Administrative Procedures

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Approved: January 25, 2000

Reviewed: April 28, 2015

Reviewed: May 11, 2021