

Register of Third-Party Advertisers Publication Policy Statement



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Individuals, groups or corporations who intend to promote or oppose the election of a candidate, or promote or oppose a position on an issue that is the subject of a vote on a bylaw or question in a municipal or school board election through advertising and who are eligible to do so under Part 8 of the *Local Authorities Election Act* (LAEA) are determined to be third parties.

Third-party advertisers (TPAs) who incur advertising expenses and/or receive contributions of at least \$1,000 or who intend to, are required by the LAEA to register with the local jurisdiction. Edmonton Elections has a legislated responsibility to receive and process these registrations for both municipal and school board elections.

In accordance with the LAEA, Edmonton Elections maintains a Register of Third-Party Advertisers. To uphold our commitment to accessible and ethical elections through the development of transparent policies and processes, Edmonton Elections publishes the Register on the Edmonton Elections website in two categories: registered and cancelled TPAs. The following information is contained in the register and published online:

Registered Third Party Advertisers:

- Name of the TPA
- Name of the Primary Contact
- Name of the Chief Financial Officer
- Telephone Number of the Primary Contact
- Website Address of the TPA
- Jurisdiction of Registration
- Date of Registration

Cancelled Registrations:

- Name of the TPA
- Date of Registration
- Date of Cancellation
- Reason for Cancellation

The information on the register is maintained for the duration set out in the City of Edmonton's Classification and Retention Schedule. A registered TPA's information will remain on the "registered TPAs" list unless its registration is cancelled by the Returning Officer, either at the third party's request or if their chief financial officer fails to file a required election advertising contributions report or the election advertising return. Third parties whose registrations have been cancelled will be published in the "cancelled registrations" list.

If a TPA is registered to undertake advertising to promote or oppose a candidate or to promote or oppose a position on an issue that is the subject of a vote on a bylaw or question in more than 10 local jurisdictions, they can choose to register with the Provincial Registrar¹, which will cancel the registration of the TPA with any local jurisdiction.

Information collected, published and retained by Edmonton Elections is done in accordance with the LAEA and the *Protection of Privacy Act*.

¹ Executive Director Municipal Capacity and Sustainability Branch of Municipal Affairs: 17th Floor, Commerce Place 10155 - 102 Street Edmonton, AB T5J 4L4 Phone: 780-427-2225 (dial 310-000 first for toll-free) Email: ma.advisory@gov.ab.ca.