

## Third Party Advertiser Registry | Policy Statement

Individuals, groups or corporations who intend to promote or oppose a candidate 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 Party Advertisers (TPAs).

TPAs who incur 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.

If a TPA plans to undertake advertising to promote or oppose a candidate in more than 10 jurisdictions, they can choose to register with the Provincial Registrar.<sup>1</sup>

In order to align with our commitment to an accessible and ethical election through the development of transparent policies and processes, Edmonton Elections intends to publish information received by TPAs via a public registry:

- Name of the TPA
- Name of the Primary Contact
- Name of the Chief Financial Officer
- Telephone Number of the Primary Contact
- Website
- Date of Registration
- Status of Registration
- *Post election:* Third Party Advertising Contribution Statement (address of contributors redacted)

The publicly available registry of TPAs will be published online at the onset of the Election Advertising Period on May 1, 2021 and maintained until at least the subsequent Campaign Period on January 1, 2025.

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

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<sup>1</sup> The Provincial Third Party Advertising Registrar has been designated as the Executive Director Municipal Capacity and Sustainability Branch of Municipal Affairs, and can be reached at: 17th Floor, Commerce Place 10155 - 102 Street Edmonton, AB T5J 4L4 Phone: 780-427-2225 (dial 310-000 first for toll-free) Email: [ma.lgsmail@gov.ab.ca](mailto:ma.lgsmail@gov.ab.ca).