



# Ontario One Call Rebrand Transition Guide

## Email Safelisting

### What will the new email domain be after the rebrand launches?

Ontario Dig Authority communications will be sent from: @OntarioDigAuthority.ca starting October 1, 2026.

### Do we need to take any action?

Yes. We recommend sharing this information with your IT team or email administrator to ensure communications from the new domain can be received successfully.

### What does “safelist” mean?

Safelisting means adding an email address or domain to an approved sender list, so messages are not mistakenly blocked, filtered, or sent to junk folders.

### What should our organization do now?

We recommend:

- Informing your IT or email administrator about the upcoming domain change.
- Reviewing any email filtering or approved sender settings.
- Monitoring future transition communications for additional instructions.

### Will we receive reminders?

Yes. We will continue providing updates, reminders, technical guidance, and support resources leading up to the October launch.

### What happens if we do not update our email settings?

There is a risk that important communications, notifications, or updates may be delayed, filtered, or blocked by your organization’s email system. Preparing in advance will help ensure a smooth





transition. For Underground Infrastructure Owners, missing locate notifications might result in non-compliance.

## General Questions

### When will the new name be in effect?

Ontario One Call will transition to Ontario Dig Authority October 1, 2026.

### What is changing?

Only Ontario One Call's name and visual identity will change. Operations will remain the same. Stakeholders can expect:

- A new organizational name
- A new logo and visual identity
- New email domains
- New website domains
- Updated branded materials and communications

### Will Ontario One Call's phone number change?

No. Ontario One Call's phone number will remain the same following the transition to Ontario Dig Authority. You can continue using your existing contact numbers to reach our team and access our services. While our name, logo, website, and email domain will change, our phone numbers will remain unchanged.

### How will this name change affect billing and legal documentation?

The name Ontario One Call will continue to appear in the OUINS Act and on billing and legal documentation, such as contracts or Administrative Penalties, after October 1, but the organization will publicly operate as Ontario Dig Authority.

### Will this affect how I submit locate requests?

No. Locate request processes and systems will remain unchanged. The portal will reflect the new name and visual identity, but functionality will stay the same.





## Will there be any changes to regulatory requirements?

No. The rebrand does not affect legislative requirements, stakeholder obligations, or compliance responsibilities under the [OUINS Act](#).

## Will service levels or response times change?

No. Current service standards remain unchanged. Infrastructure owners are required to complete locates within:

- 5 business days for a single civic address request
- 10 business days for an area or advanced request

## Will there be changes to accountabilities or stakeholder responsibilities?

No. Stakeholder obligations and accountabilities remain unchanged.

[Review rules and responsibilities for excavators and infrastructure owners.](#)

## Will existing contacts and support channels change?

Support services will continue without interruption. As of October 1, 2026, you will begin receiving communications from [@OntarioDigAuthority.ca](#). See the *Email Safelisting* section above for guidance on ensuring you receive communications from the new domain.

## Will stakeholder data continue to be stored in Canada?

All data will continue to be securely stored within Canada, in compliance with applicable data residency and privacy requirements. There is no sharing of data with any third-party entities, and no data is sold, transferred, or exposed to external organizations. All information remains under our control and is handled in accordance with established security and governance practices to ensure confidentiality, integrity, and protection of stakeholder data.

## Who should I contact if I have questions?

Please contact [DigSafety@OntarioOneCall.ca](mailto:DigSafety@OntarioOneCall.ca). We are here to help.





## Brand Assets & Communications Materials

### We use Ontario One Call logos and materials. Do we need to update them?

Yes. Organizations that use Ontario One Call branding should plan to transition to Ontario Dig Authority branding following the October 1, 2026, official launch and before Dig Season 2027.

### What types of materials may need to be updated?

Depending on how your organization uses Ontario One Call branding, this may include:

- Websites and webpages
- Social media graphics and profile information
- Digital forms and templates
- Training materials and presentations
- Printed materials
- Event displays and signage
- Co-branded materials
- Internal communications and reference documents

### When will the new branding officially launch?

Ontario Dig Authority's new brand identity will officially launch on **October 1, 2026**. Beginning October 1, stakeholders will start seeing the new name, logo, website, emails, and communications materials.

### Do we need to update all of our materials by October 1?

No. We recognize that many organizations have a large number of branded materials and digital assets that may take time to update.

An asset transition period will be in place from **November 2026 through March 2027** to allow organizations time to update and replace materials.

### Is this a retroactive rebrand?

No. The transition to Ontario Dig Authority is not a retroactive rebrand.

This means you are not expected to go back and update or remove materials that were created before the official launch on October 1, 2026.





Beginning October 1, all new materials should use the Ontario Dig Authority name and brand. Existing social media posts, printed materials, presentations, reports, and other previously published content can remain unchanged.

During the Asset Transition Period, we encourage organizations to update active digital assets, such as websites, webpages, and online resources, as well as any new materials created after the launch. Existing printed inventory can continue to be used until it is naturally replaced.

### **When do all branded materials need to be updated?**

Organizations should complete the transition to Ontario Dig Authority branding by **April 2027**. By this time, publicly facing materials, digital assets, and communications that reference Ontario One Call should be updated where applicable.

### **Do we need to immediately replace printed materials, signs, or existing inventory?**

No. Organizations are not expected to immediately discard existing materials on October 1. An asset transition period will be in place from **November 2026 through March 2027** to allow organizations time to update and replace materials.

### **Who should I contact if I have questions?**

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