



FOR ONTARIO

AODA - Accessibility Standard for Customer Service

Policy

AcuityAds is committed to excellence in serving all customers including people with disabilities.

We also support the goal of the Ontario government to make Ontario barrier-free by 2025 and its implementation of accessibility standards for persons with disabilities. An accessibility standard is a rule that AcuityAds and our staff must follow to identify, remove, and prevent barriers for persons with disabilities.

This policy covers the accessibility standard for customer service.

Document Owner:	Human Resources
Practice Applies to:	Everyone
Process Responsibility:	Individuals, Managers
Final Accountability:	Managers

AODA Definition: Disability

1. any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness and, without limiting the generality of the foregoing, includes diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical co-ordination, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, or physical reliance on a guide dog or other animal or on a wheelchair or other remedial appliance or device;
2. a condition of mental impairment or a developmental disability;
3. a learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language,
4. a mental disorder, or;
5. an injury or disability for which benefits were claimed or received under the insurance plan established under the Workplace Safety and Insurance Act, 1997; (“handicap”)

Policy Guiding Principles

1. **Dignity and Independence:** Our goods or services must be provided in a manner that respects the dignity and independence of persons with disabilities.
 2. **Integration:** The provision of goods or services to persons with disabilities and others must be integrated unless an alternate measure is necessary, whether temporarily or on a permanent basis, to enable a person with a disability to obtain, use or benefit from our goods or services.
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3. **Equal opportunity:** Persons with disabilities must be given an opportunity equal to that given to others to obtain, use and benefit from our goods or services.

Procedures and Guidelines

To support our policy guiding principles and requirements, AcuityAds has developed procedures and guidelines in the following areas:

1. **Communication**
2. **Assistive Devices**
3. **Allow and welcome Support Persons and Service Animals**
4. **Disruptions in Services**
5. **Training**
6. **Invite Customers to Provide Feedback**
7. **Location and Notice of Availability of Documents and Document Formats**
8. **Modifications to this or other policies.**

1. *Communication*

- a. AcuityAds will consider a person's disability when communicating with them with the end goal being to communicate in an effective way. Where possible and helpful, staff will ask persons with disabilities directly how best to communicate with them.
- b. AcuityAds offers alternate formats of print documents such as:
 - Large print for people who have low vision;
 - Easy-read, simplified summaries of materials for people with developmental or intellectual disabilities.
 - In addition, strategies such as offering phone service rather than requiring in-person service, or email rather than postal notices are other methods of using alternate channels to provide accessible communications.
 - Using the Relay Service to communicate by telephone with a customer who is deaf, orally deaf, deafened or hard of hearing by calling 1 (800) 855-0511

2. *Assistive Devices*

- a. AcuityAds will ensure that we are prepared to serve customers with various assistive devices that may be used by customers with disabilities while accessing our goods and/or services.



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- b. AcuityAds allows and welcomes all forms of assistive devices on our premises. This may include for example, the use of walkers or oxygen tanks.

3. Allow and Welcome Service Animals and Support Persons

- a. AcuityAds welcomes people with disabilities and their support persons and service animals.
- b. Service animals and support persons are permitted to together enter our premises that are open and accessible to third parties or the public and in all situations where a disabled Customer requires the service animal and support person to access AcuityAds goods and services.
- c. A person with a disability who is accompanied by a support person will be allowed to have that person accompany them on our premises.

4. Disruption of Services

- a. AcuityAds provides the following facilities or services that are crucial to some persons with disabilities to enable them to use or benefit from our goods or services.
 - Elevators
 - Accessible washrooms
- b. Persons with disabilities also often go to a lot of trouble to visit our premises or access our goods or services such as booking accessible transit or other arrangements that require additional effort and planning.
- c. As such, if AcuityAds encounters any disruption to our facilities and services that are in place for persons with disabilities or if our premises cannot be opened to the public for some reason, AcuityAds will ensure the following:
 - Give notice of the disruption to the public.
 - The notice of disruption will include information about the reason for the disruption, its anticipated duration and a description of alternative facilities or services, if any, that are available.
 - As soon as we are aware of the interruption, a notice will be posted in a conspicuous place on our premises.

5. Training

- a. AcuityAds will ensure that the following persons will receive training about the provision of our goods or services to persons with disabilities:
 - Every person who deals with members of the public or other third parties on behalf of AcuityAds, whether the person does so as an employee, agent, volunteer or otherwise.

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- Every person who participates in developing AcuityAds's policies, practices and procedures governing the provision of goods or services to members of the public or other third parties.
- b. The training will include a review of the purposes of the Accessibility for Ontarians with Disabilities Act (AODA), and the requirements of this regulation and instruction about the following matters:
 - How to interact and communicate with persons with various types of disability.
 - How to interact with persons with disabilities who use an assistive device or require the assistance of a guide dog or other service animal or the assistance of a support person.
 - How to use equipment or devices that may be available on our premises that may help with the provision of goods or services to a person with a disability.
 - What to do if a person with a particular type of disability is having difficulty accessing the provider's goods or services.
- c. The training will be provided to each person as soon as practicable after he or she is assigned the applicable duties.
- d. Training will also be provided on an ongoing basis in connection with changes to the policies, practices and procedures governing the provision of goods or services to persons with disabilities.
- e. AcuityAds will prepare a document describing its training policy, and the document must include a summary of the contents of the training and details of when the training is to be provided.
- f. AcuityAds will keep records of the training provided under this section, including the dates on which the training is provided and the number of individuals to whom it is provided.

6. Invite Customers to Provide Feedback

- a. Customers who wish to provide feedback regarding the way AcuityAds provides goods and/or services to customers with disabilities can enter it in written form in person or mail to 70 University Ave, Suite 1200, Toronto, ON M5J 2M5, by email to hr@acuityads.com, by phone (416) 218-9888.
- b. All feedback will be directed to the Human Resources department. Customers can expect to hear back from AcuityAds in 5 business days, with notification of receipt of the feedback and any action plans to rectify complaints.

7. Notice of Availability of Documents and Document Formats

- a. AcuityAds ensures that persons to whom we provide goods or services are aware that our policy and plan documents required by the AODA, are available upon request.
- b. If an AcuityAds customer with a disability requests our plan, our staff will provide the information in a format that takes into account the person's disability. Our staff will work with our customers



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to find a format that is accessible for them and will be provided in a format agreed to by all parties. For example, our staff may direct our customer to our accessible website or read the content of the document to them aloud.

8. *Modifications to this or other policies.*

Any AcuityAds policy that does not adhere to our "Policy Guiding Principles" will be modified or removed.

Additional Information

Related Documents

- 1651 AODA IASR
- 1652 AODA Training Document
- 1653 AODA Multi Year Plan

External Resources

- <http://www.ontario.ca/laws/statute/05a11>

If you have questions, comments or suggestions regarding this document, contact Human Resources.