



ACCESSIBILITY PLAN

2023-2026

Table of Contents

1. General Information	3
1.1 Introduction	3
1.2 Interdepartmental team	4
1.3 Feedback process	4
2. Inclusion of Principles of the Accessible Canada Act	5
3. Consultations with Individuals and Organizations	6
3.1 Feedback received through CTA meetings	6
4. VMedia Obligations	8
5. VMedia Policies, Programs, Practices, and Services	9
5.1 Employment	9
5.2 Built environment and acquisition of goods, services, and facilities	10
5.3 Information and communication technology (ICT)	10
5.4 Communications beyond ICT	12
5.5 Communication with customers	12
5.6 The design and performance of programs and services	13
5.7 Transportation	14
6. Conclusion	15

1. General Information

1.1 Introduction

VMedia, a wholly owned subsidiary of Videotron Ltd, is a Canadian telecommunications provider striving to bring value, innovation, choice, and flexibility to consumers across Canada.

To ensure all customers enjoy the same quality of service, VMedia aims to fulfil the specific needs of people living with disabilities.

VMedia is proud to present its three-year Accessibility Plan. This publication describes the initiatives that aim to eliminate obstacles faced by its customers and employees.

For consumers, VMedia is committed to:

- Facilitating access to its phone and live chat services.
- Offering an optimal experience to its customers for the duration of their subscription, while limiting any barriers they may face.
- Remaining up to date on best practices in accessibility and inclusivity.
- Considering accessibility issues when making business decisions to improve its customers' experience and satisfaction, particularly for those living with disabilities.

Regarding its employees, VMedia is taking the necessary measures to provide a workplace that promotes equality, diversity, and inclusion. To this end, it will encourage the hiring of those living with disabilities. VMedia believes that it is important to guarantee them the same opportunities so that they may achieve their goals and feel supported in the workplace.

VMedia was purchased by Vidéotron Ltd. in 2022. Vidéotron held various meetings with community organizations and these learnings were shared with VMedia, which helped in establishing these initiatives and best practices.

The three-year plan includes all activities initiated so far that address the elimination of accessibility obstacles. The company's approach can be modified and enhanced based on the context of its activities.

Note that this document respects the accessibility standards outlined in the Web Content Accessibility Guidelines (WCAG).

It is also possible to use PDF reader features to change the display of this document and render it easier to read. On demand, VMedia will provide a version of its Accessibility Plan in print, large print, braille, audio format, or in an electronic format compatible with adaptive technology.

1.2 Interdepartmental team

Governance for the VMedia Accessibility Plan was provided by the following people:

Senior Executive, Accessibility Plan

Matthew Sokolowski

Director, Customer Relations

Senior Executive, Human Resources

Roxanne Doucet

General Manager, People & Culture

1.3 Feedback process

People living with disabilities, as well as the groups and organizations representing them, can share their comments on the barriers they face through the “Accessibility” page of the VMedia website. Matthew Sokolowski, Director Customer Relations, receives and manages this feedback. People who would like to submit their comments can use the following communication channels:

Email

- Address: accessibility@vmedia.ca
- An acknowledgement of receipt will be sent by email to the sender.

Telephone

- 1-833-529-4553

The personal information of those submitting feedback, along with the content of said feedback, will remain confidential. It will only be used by the interdepartmental team for the purpose of enhancing and evolving the Accessibility Plan.

2. Inclusion of Principles of the Accessible Canada Act

In 2019, the Canadian government adopted the Accessible Canada Act. Its goal is to turn Canada into a country without barriers for people with disabilities. This legislation includes seven key concepts:

- Every person has a right to be treated respectfully.
- Every person has a right to an equal opportunity for fulfilment.
- Every person has a right to barrier-free access and full and equal participation in society.
- Every person has a right to make independent decisions, with or without assistance.
- The participation of those living with disabilities in the design and creation of policies, programs, services, and organizations.
- The consideration of disabilities and multiple and intersectional forms of discrimination and marginalization when designing policies, programs, services, and organizations.
- The attainment of the highest level of accessibility possible for people with disabilities through the design and correction of accessibility standards.

VMedia has taken into consideration the above-mentioned principles when preparing its Accessibility Plan, as outlined in this document.

3. Consultations with Individuals and Organizations

VMedia took into consideration the feedback received during Canadian Telecommunication Association (CTA) meetings to draft its Accessibility Plan. The company encourages the participation of those living with disabilities in order to identify and prioritize future initiatives.

3.1 Feedback received through CTA meetings

Meetings organized by the CTA, of which Vidéotron Ltd. is a member, were held in August 2022 and in November 2023. Participants included representatives and/or members of the following communities:

- Blind and vision-impaired community
- Speech-, Language- and Communication- impaired communities
- Cognition-impaired and Intellectual disability communities
- Deaf, hearing-impaired, and deaf-blind community

These meetings and the results of consultations conducted by the CTA were shared with VMedia by Videotron and contributed to this Accessibility Plan. The association surveyed various groups, communities, and organizations working with, or for, those living with disabilities. These consultations led to the identification of several concerns affecting the entire telecommunications industry. The feedback provided, which addresses the main barriers to accessibility for people living with a disability, is listed below:

1. Staff: sales and after-sale service

- Knowledge of the service offering and procedures related to accessibility are insufficient.
- Broader education is required to better explain policies, packages and pricing.
- Customer relations and communication skills are lacking.
- People with disabilities have issues communicating efficiently with the various agents, whether virtually or face-to-face.
- Adapted technologies (IP bridging, interpretation services, video relay service, etc.) are absent.

2. Devices

- Devices are not always adapted. For example, they lack sound or touch indicators or a voice description. The characters and buttons displayed on devices are also too small.
- Device usage is complex. Usage guides for accessibility options are not available, and knowledge of these options is limited.

3. Websites

- Websites are not 100% compliant with WCAG standards.
- Relevant information is difficult to locate or access efficiently.
- There are no specialized sections and there is little to no information about adapted services.
- Page design has not been adapted. There is too much text, the content is complex, site navigation is difficult, videos do not have subtitles, etc.
- Sites are not all compatible with specialized software, particularly ones used for speech synthesis.

4. Rates, packages, and services

- Service rates and equipment costs are high.
- Packages are not adapted to the needs of people using devices/applications' assistance.
- There is a need for "zero rating" / "unfettered" access or use of specific services like – but not limited to – VRS.
- At the moment, no provider is offering a fully accessible range of services.
- Data throttling can cause app failures..

5. Written Communications/Documents

- Promotional emails from carriers are not accessible.
- Bills are hard to read and understand when using screen readers.
- Contracts are labour intensive to read and very difficult to understand.

VMedia took into consideration the barriers that were mentioned during meetings and the recommendations that were made when designing its Accessibility Plan and initiatives.

4. VMedia Obligations

As a company operating in the field of telecommunications and broadcasting, VMedia is mainly under the jurisdiction of the Telecommunications Act and the Broadcasting Act, as well as the regulations of the Canadian Radio-television and Telecommunications Commission (CRTC). With some exceptions, VMedia's services are subject to detailed licencing requirements. Many conditions involve establishing technology and practices that guarantee the accessibility of services to disabled people. In this regard, VMedia is subject to monitoring and regular reviews by the CRTC.

A number of codes of conduct created by this regulator apply to VMedia, including the Internet Code, and the Television Service Provider Code. This notably includes obligations regarding trial periods offered to disabled customers so they can ensure the services they are receiving fulfil their needs, as well as possible adaptations to the contract documentation and account statements for these customers. VMedia must also ensure the accessibility of its website and customer service and fulfil various obligations regarding the promotion and presentation of its accessible products and services to those living with a disability.

As part of its telecommunications and broadcasting offerings, VMedia is also obliged to offer Internet, Television, and Home Phone service and devices that specifically respond to the particular needs of customers with disabilities. In addition, the company must ensure barrier-free access to relay services designed to accommodate deaf and hearing-impaired people.

Finally, in addition to many other CRTC regulations regarding the accessibility of its activities, VMedia is subject to a variety of federal, provincial, and municipal regulations that ensure the possibility of full participation of those living with disabilities within society, such as the Accessible Canada Act, and the Employment Equity Act.

5. VMedia Policies, Programs, Practices, and Services

The Accessible Canada Act establishes various areas in which organizations are required to act to recognize and eliminate barriers currently faced by those with disabilities—whether those are their employees or their customers.

Below is a list of VMedia’s main initiatives related to accessibility in the context of:

- Employment.
- Built environments and the acquisition of goods, services, and facilities.
- Information and communication technologies.
- Other communications not covered by the aforementioned information and communication technologies.
- Creation and delivery of its programs and services.
- Transportation.

The timeline for achieving these initiatives has been subdivided into three categories: the short term, the medium term, and the long term.

5.1 Employment

At VMedia, we aim to provide a workplace that promotes equity, diversity, and inclusion for our entire workforce. We are aware that the diversity of individual employee experiences greatly contributes to enriching our company’s culture and its achievements, and it is important that we adequately represent the diversity of our customers.

To further promote integration of employees from minority groups within our organization, VMedia has already deployed several initiatives, and others will be put in place in the coming years.

Overall goal: Improved representation of different minority groups at VMedia by attracting and retaining a diversified workforce.

Through a better understanding of the presence and experiences of different minority groups within our workforce.

SHORT TERM Perform self-identification survey of all employees.

MEDIUM TERM Organize discussion sessions on accessibility issues with staff members.

Through the improvement of our current human resources practices to improve accessibility at work.

DONE Created internal policy guaranteeing a workplace that promotes diversity, equity, and inclusion.

ONGOING Train human resources personnel on issues related to diversity, turning them into ambassadors for managers and employees.

ONGOING Communicate to employees about initiatives established to promote an inclusive workplace.

Through the hiring of people with functional disabilities.

MEDIUM TERM Identify best strategies for hiring, welcoming, and integrating people with disabilities into the workplace.

MEDIUM TERM Establish partnerships with organizations to promote the hiring of those living with a disability.

5.2 Built environment and acquisition of goods, services, and facilities

VMedia facilities comply with the construction standards set forth in the National Building Code, in addition to all applicable local requirements. VMedia is committed to maintaining compliance, adhering to national and local construction standards.

Global objective: Compliance with barrier-free design standards at VMedia's workplace

Through the improvement of construction practices promoting accessibility.

ONGOING Integrate barrier-free and accessible design standards into production specifications to cover different kinds of limitations.

ONGOING Ensure future build environments respect standards and ensure that the design of sites owned and leased by the company comply with these standards.

5.3 Information and communication technology (ICT)

Despite the presence of accessibility content on VMedia's public and internal website, this content has had minimal visibility and promotion over the years. Going forward, we would

like customers with disabilities to be better informed when using our website and interacting with our frontline employees.

Global objectives

- Optimize content accessibility to promote greater use.
- Create accesses reserved for people with disabilities to improve the delivery of services.

Through the emphasis and promotion of content related to accessibility on our website.

DONE Enhance the accessibility page in terms of content, usability, design, and navigation.

DONE Create a variety of core 'how-to' videos published on VMedia's YouTube page and accessible from the footer of VMedia's website, which include text and closed captioning to improve accessibility.

DONE Publish online feedback form, email address, phone number, and mailing address on the Accessibility page of our website for the purpose of receiving accessibility feedback.

ONGOING Optimize Accessibility sections of our website, specifically with regard to structure, content, visuals, and navigation.

ONGOING Include audio description or text transcription when publishing support videos.

Through the improvement of accessibility to our advisors at customer contact centres for people with disabilities.

MEDIUM TERM Establish dedicated phone lines and chat access.

Through facilitation of access to content for people with disabilities, using our frontline employees, to improve management of their interactions.

DONE Construct a section dedicated to accessibility on VMedia's internal documentation platform, first focusing on the company's services for people with disabilities and their advantages, and second covering related internal processes and procedures.

SHORT TERM Circulate guidelines to assist employees when creating documentation, for both internal and external use, highlighting best practices to ensure documentation is produced in an accessibility-centric manner.

Through compliance of our website with WCAG standards.

ONGOING Ensure website updates are conducted in a manner that adheres to WCAG standards

ONGOING Administer regular evaluations of our website to ensure WCAG compliance.

5.4 Communications beyond ICT

Our employees may be unaware of informative content intended for people with disabilities, such as our available services, cognizance of their issues, and our practices during interactions with these customers. We would like to remedy this situation through a series of communication, training, and documentation initiatives aimed at our entire workforce.

Global objectives

- Increase employee awareness of the challenges faced by people with disabilities to enhance their knowledge and soft skills when interacting with these customers.
- More information provided to all personnel about our services available for people with disabilities.

Through the deployment of company-wide communication plans providing visibility for initiatives in our Accessibility Plan.

DONE Create a page dedicated to accessibility on the company's internal documentation platform.

SHORT TERM Introduce an accessibility terminology guide and best practices in communication.

MEDIUM TERM Establish a continuing education program on accessibility and inclusion aimed at all employees.

Through enhanced access to and use of content related to people with disabilities for frontline employees, to facilitate and improve management of our interactions with these customers.

MEDIUM TERM Identify best relationship and communication practices to adopt in our operations and their documentation.

5.5 Communication with customers

Since the initial creation of sections devoted to accessibility on our website, they have had very few optimizations. For customers living with disabilities, the ability to quickly access

relevant, adapted information is not always simple. Improvements need to be made to these sections to better serve these customers.

Global objective: Enhance the service we provide on our web platforms for customers living with disabilities, thereby facilitating their decision making and responding to their need for support.

Through the enhancement and optimization of content on our website related to accessibility.

ONGOING Improve visibility of the Accessibility section of our website.

ONGOING Refine the Accessibility page to create a better customer experience.

Through increased communication with our customers concerning what we have done to achieve the goals of accessibility legislation.

LONG TERM Plan customer communications to highlight the various initiatives in our Accessibility Plan.

5.6 The design and performance of programs and services

People with functional disabilities that contact our frontline employees do not currently benefit from a dedicated sales or support team adapted to meet their needs. VMedia would like to better facilitate access to its products and services for these customers, particularly through training and awareness initiatives for staff members, and by creating dedicated accessibility contact points.

Global objectives

- Train specialized, frontline teams of employees to perfect our service offering adapted to the needs of people with disabilities.
- Improve awareness of all employees of the need to simplify our processes and improve our interactions and communications with these customers.

Through allocating a team of experts to respond to the specific needs of disabled people and to ensure that they are satisfied with the services they receive.

MEDIUM TERM Establish training for frontline employees, who will become specialized agents for interacting with persons with disabilities, including dedicated phone lines and chat.

Through raising awareness of all staff to the reality of those living with disabilities, to optimize their knowledge and soft skills when managing interactions with them.

MEDIUM TERM Disseminate a communication strategy and sensitivity training modules throughout the year.

MEDIUM TERM Expand accessibility training with additional modules for frontline employees.

Through improved access to our products and services for people living with disabilities.

DONE Develop television applications that enable the use of platform accessibility features, including, but not-limited-to, voice-control functionality, high contrast mode, screen-reader, large-text, and more.

DONE Procure and retail large-format remote control for TV subscribers with VMedia set-top-box upon request.

DONE Establish and maintain support for closed captions and described-video across TV distribution platforms.

DONE Introduce home phone applications that enable the use of platform accessibility features, including, but not-limited-to, high contrast mode, screen-reader, large-text, and more.

DONE Launch an IP-Relay platform for Home Phone subscribers to improve service access and ease of use.

MEDIUM TERM Streamline process for presenting proof in order to access adapted services.

LONG TERM Evaluate current service offerings for people with disabilities, with a proposal for enhancement if necessary.

By ensuring our website respect accessibility standards.

ONGOING Hone awareness and training initiatives targeting the digital team and WCAG web accessibility standards to ensure hosted content is compliant when the team creates or modifies our webpages.

5.7 Transportation

VMedia does not offer transportation services. Therefore, the company has no specific accessibility objectives or initiatives related to transportation.

6. Conclusion

Everyone is important to VMedia. The company is committed to listening to all customers and taking the necessary steps to improve its products and services. VMedia continues to work in partnership with its stakeholders; by adopting exemplary practices, the company will be able to offer an inclusive and satisfying experience to everyone.

VMedia understands that this plan is only a first step towards creating barrier-free access for people living with disabilities. The company takes a progressive and evolutionary approach to accessibility. It takes into consideration the needs and contributions of its collaborators, customers, and employees. In compliance with the Accessible Canada Act, VMedia will publish an accessibility report every three years and will communicate updates on its accessibility initiatives and consultations, as well as the progress it has made, in an annual report. The first annual report will be published in 2025; the first update to the plan will be in 2027.

Throughout the next phases of its plan, VMedia intends to continue to work closely with organizations representing the interests and defending the rights of those living with disabilities and create lasting relationships with them.