**Online Accessibility Policy**

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| Job title | Responsibility Manager |
| Date created | 03 January 2013 |
| Version | 1.0 |

**Introduction:**At Sky, we believe in better. Better technology, better programmes and better customer service are what have made us Britain and Ireland’s leading entertainment and communications company. Believing in better also helps to ensure that we enable all customers to make the most of Sky. We know that our customers make a choice to have Sky so we work hard to deliver products and services that are inclusive and we consider the needs of subscribers with disabilities.

That’s why we provide a dedicated (and highly accessible) website explaining all the ways that we can support disabled customers, and why we’ve invested in a dedicated team of customer service advisors who are specially trained to support customers with a wide range of disabilities. We proactively engage with disabled customers and the organisations representing their interests with the aim of continuously exceeding legal and regulatory requirements in order to meet their expectations

The internet can provide a great deal of freedom to disabled users and Sky customers now have more choice than ever about where and how and where they consume our content and gain access to information and support. We recognise that the extent to which our customers with disabilities can make the most our online services depends on their accessibility.

**Aims:**

Our aim across all BSkyB websites and internet-enabled applications is to provide information and services that are inclusive and accessible for all customers. We understand that many different forms of disability affect access to internet services and we commit to following a set of accessibility standards that take account for this.

We commit to adherence with the legal requirements of the Equality Act (2010) for the provision of services, and aim to achieve the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 ‘A’ standard. Where practical, we seek to achieve ‘AA’ standard.

We further aim to follow the principles and guidance laid out by British Standard 8878:2010 and to deliver our commitments made to the Accessible Technology Charter of the Business Disability Forum’s Technology Taskforce. We aim to continuously improve the experience for disabled customers using our websites and internet-enabled applications and to be an exemplary leader in accessibility across the entertainment and communications sector.

**Principles:**

WCAG 2.0 defines the four guiding principles for web accessibility as:  
  
1. Perceivable - Information and user interface components must be presentable to users in ways they can perceive. This means that users must be able to perceive the information being presented (it can't be invisible to all of their senses).

2. Operable - User interface components and navigation must be operable. This means that users must be able to operate the interface (the interface cannot require interaction that a user cannot perform).

3. Understandable - Information and the operation of user interface must be understandable.

This means that users must be able to understand the information as well as the operation of the user interface (the content or operation cannot be beyond their understanding).

4. Robust - Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies. This means that users must be able to access the content as technologies advance (as technologies and user agents evolve, the content should remain accessible)

Sky’s further guiding principles for the accessibility of the websites and internet-enabled applications include:

1. Customisable

The website or application should support the features of a browser or operating system that enable a user to customise the service for more effective use.

2. Designed with user input

Websites and applications should be developed in consultation with those with a wide range of disabilities, in addition to non-disabled customers.

3. Sourced with accessibility in mind

Accessibility requirements should be factored into the procurement standards for elements of websites and applications that are not created in-house.

**More information and links to standards and guidance:**

Further details about Sky’s approach to accessibility can be found at our dedicated website: [sky.com/accessibility](http://www.sky.com/accessibility)

* [WCAG 2.0](http://www.w3.org/TR/WCAG20/)
* [Equality Act (2010)](http://www.equalityhumanrights.com/advice-and-guidance/new-equality-act-guidance/)
* [BS8878](file:///\\Chifs08\data\BSKYB\Share01\Marketing\Cust_Mrk\Corp_Resp\Responsibility\2%20Accessibility\Online\BS8878%202010.pdf)
* [Business Disability Forum – Accessible Technology Charter](http://businessdisabilityforum.org.uk/our-offer/technology-taskforce/accessible-technology-charter)

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