



Happy Holidays from Signal!

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Web Accessibility

Accessibility is the practice of making information, activities, and/or environments sensible, meaningful, and usable for as many people as possible.

At Equifax, making our products accessible to people of all abilities is not just a goal, but an expectation we embrace. To accomplish that, our applications should be built with a solid understanding of the user's journey and how people of all abilities should be able to understand, perceive, navigate, and interact with our products.

Because the Internet (or your website and services) is considered public and open to the general public, by law it must be accessible to people with disabilities. Therefore, web accessibility means that users with disabilities should be able to perceive, understand, navigate, and interact with websites, tools, services, and products. This also means that they should also be able to contribute equally without barriers.

Web accessibility not only benefits people with disabilities, but also individuals, businesses, and society. For example, ensuring text has high contrast benefits low vision users as well as individuals who work outdoors dealing with the glare of the sun on their mobile devices. Another example is that businesses which ensure their products and services are accessible to people with disabilities may experience a greater market share and reputation.

design for older users, and search engine optimization (SEO). Accessible websites can have better search results, reduced maintenance costs, increased audience reach, and demonstrate corporate social responsibility (CSR).

Web Accessibility Standards

In the US, Web Accessibility is an outcome of the American with Disabilities Act (ADA), a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public.

Outside the US, there are regional Accessibility Standards such as the Accessibility for Ontarians with Disabilities Act (AODA) in Canada, the Accessibility Regulations 2018 standard in UK, and Disability Discrimination Act 1992 in Australia.

The World Wide Web Consortium (W3C) is an international standards organization that maintains the Web Content Accessibility Guidelines (WCAG). WCAG is developed through the W3C process in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.

WCAG 2.1 AA compliance is the standard required by most organizations and it is the required accessibility standard for all Equifax products and services.

WCAG 2.1 AA Compliance

There is no W3C or other official web accessibility “certification,” however accessibility consultancies will provide evidence and attestation to conformance. Conformance can be tested by both machine and human evaluation as long as criterion has been satisfied with a high level of confidence. Organizations like WebAIM (webaim.org) offer services for external verification of compliance.

WCAG 2.1 describes in detail what success criterion must be met at each level of conformance: For all levels, all content must be:

- **Understandable** - content and interface are easily understandable
- **Robust** - can be used reliably by a wide variety of user agents, including assistive technologies

All content must be testable according to the success criteria.

WCAG Level AA is the minimum level required for most government regulations.

Level A – The minimum level of conformance with the least impact on design and function. For example, color is not used as the only means of conveying information about a function (Perceivable).

Level AA – The Web page satisfies all the Level A and Level AA Success Criteria. Additional constraints are placed on the design and function. For example, text color and background color must have a contrast ratio of at least 4.5 to 1.

Level AAA – The Web page satisfies all the Level A, Level AA and Level AAA Success Criteria. Extensive constraints placed on the design and function. For example, text color and background color must have a contrast ratio of at least 7 to 1.

Web Accessibility resources

- W3C Web Content Accessibility Guidelines (WCAG) Overview - <https://www.w3.org/WAI/standards-guidelines/wcag/>
- AODA - Accessibility in Ontario - <https://www.ontario.ca/page/how-make-websites-accessible>
- GOV.UK - Understanding accessibility requirements for public sector bodies - <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>
- Australian Digital Service Standard criteria - Make it accessible - <https://www.dta.gov.au/help-and-advice/digital-service-standard/digital-service-standard-criteria/9-make-it-accessible>



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