Apple Canada Inc.'s multi-year accessibility plan
2025-2028

This accessibility plan outlines Apple Canada Inc.'s commitments and actions plans related to its online undertakings Apple Music, Apple Podcasts, Apple TV app and Apple Fitness+ (jointly the "Apple Media Services"), as part of the requirements under the *Accessible Canada Act* and *Canadian Radio-television and Telecommunications Commission Accessibility Reporting Regulations* (the "Accessibility Plan").[1] This Accessibility Plan includes information both specific to Apple Canada Inc. and to Apple as a whole ("Apple" is herein defined as Apple Inc. and its subsidiaries, such as Apple Canada Inc.). As part of our commitment to accessibility, it is Apple's goal to implement standards to help create accessible programs, services and a workplace that allows full participation of persons with disabilities. This document describes the measures that Apple has taken or will take to identify, remove and prevent barriers to persons with disabilities. In accordance with these standards, Apple will review and update the plan regularly and post it on its website for the public to access.

1. General

A. Contact information and feedback process

To get help with Apple's accessibility features for speech, vision, hearing, mobility, and cognitive disabilities, users can reach out over chat, phone, request a call right away or schedule a time for Apple to call them. Users can visit our accessibility support page for more information on how to contact Apple to get help with accessibility features: https://support.apple.com/en-ca/111749.

---

[1] This plan does not cover all information about our business. References in this plan to information should not be interpreted as an indication of the materiality of such information to Apple's financial results or for purposes of U.S. securities laws, or any other laws or requirements, such as potential upcoming requirements under the EU Corporate Sustainability Reporting Directive ("CSRD"), the European Sustainability Reporting Standards ("ESRS") or the EU Corporate Sustainability Due Diligence Directive ("CSDDD"). Additionally, certain terminology used in this report, such as "policies", "plans" and "impacts," may differ from the terminology used in legal reporting frameworks, including CSRD and CSDDD.

To provide accessibility feedback with respect to the Apple Media Services, users can reach out to our Accessibility Feedback Team by the following ways:

- **Phone:** 1-800-263-3394
- **Phone (anonymous feedback):** 1-855-499-6473
- **Email:** MediaAccessibilityCanada@apple.com (English); or MediaAccessibilityCanadaFR@apple.com (French)

Apple will also make available an online webform as an option for users to provide accessibility feedback.

B. Apple's commitment to accessibility

At Apple, we believe the best technology works for everyone. That's why our products and services are inclusive by design, with built-in accessibility features to help users connect, create, and do what they love. Our commitment to accessibility is a core value and fundamental to everything we do — from our products and services to our stores and our workplace.

Since founding the industry's first dedicated disability solutions group in 1985, Apple has believed deeply in the transformative power of innovation to enrich lives. For 40 years, this deep commitment has meant building life-changing accessibility features for vision, mobility, hearing, speech, and cognitive needs directly into our products — available right out of the box at no additional cost. We're continuously pushing the boundaries of technology, and these new features reflect our long-standing commitment to delivering the best possible experience to all our users.

Apple is deeply committed to advancing assistive technology and integrates accessibility as a fundamental responsibility across all roles. Through embedding this approach into the design process at the earliest stages of new products, services and initiatives, Apple has developed world-leading accessibility features that have earned a range of awards through the years. By integrating assistive technologies as standard features, Apple has shown the industry that consumer products and services can be inherently accessible, meeting a diverse range of user

needs. Learn more about Apple's commitment to accessibility at
https://www.apple.com/ca/accessibility/ .

2. **Areas described under Section 5 of the Accessible Canada Act (ACA)**

A. Employment

Apple is an equal opportunity employer committed to inclusion and diversity. We take steps to provide equal opportunity for all applicants and employees, without regard to race, colour, ancestry, national origin, caste, religion, creed, age, mental or physical disability, sex, gender (including pregnancy, childbirth, breastfeeding, or related medical conditions), sexual orientation, gender identity or expression, medical condition, genetic information, marital status, military or protected Veteran status, an employee's reproductive health decisions or those of their dependents, or on any other basis protected by law. We are dedicated to providing an accessible workplace to team members and job applicants with disabilities including the following:

- **Recruitment** - Apple notifies candidates that accommodations are available on request to enable full participation in the application process.

- **Inclusive Workplace** - Apple provides reasonable accommodations to team members to enable them to be successful and productive in their roles, and has dedicated Employee Relations and People Accessibility teams to support team members with disabilities.

- **Benefits** - Apple provides world-class benefits to team members with disabilities, as well as the SignTime app enabling sign language interpretation over the phone or in-person.

- **Workplace Emergency Response** - When required, Apple will provide customized emergency response information to support a team member with a disability during an emergency.

Apple will not retaliate – and will not tolerate retaliation – against any individual for reporting a good-faith concern or complaint internally or externally or for participating in the investigation of such a concern.

B. The built environment

Accessibility is one of our values and a fundamental human right. To make sure that all of our team members have the support they need, Apple's own best-in-class accessibility features are in use across Apple by team members with disabilities to remove barriers so they can be more productive and successful.

We ensure all of Apple's workspaces meet applicable accessibility standards. To further support our team members, we have dedicated Employee Relations and People Accessibility teams to handle individual accommodation requests, and an Accessibility Resource Center focused on enabling team member productivity and success throughout their career journey. We also provide easy access to a comprehensive directory of accessibility resources to empower team members to find the support they need.

Having people with different experiences, backgrounds, and perspectives and creating a culture of inclusion are critical components of Apple's mission. Many of our accessible technologies exist because people with disabilities working within the company helped bring them to life and use them every day. By building our own technology to be accessible, Apple strives to recruit the best talent for each job, taking into consideration the unique skills and requirements for all our employees. Individuals with disabilities have a range of resources available.

People with disabilities serve in multiple roles throughout the company, including in the design and engineering teams. The dedicated accessibility team includes quality assurance engineers who work to ensure that Apple's products, software, hardware and services can be effectively utilized by persons with disabilities. To sustain and expand this mission, Apple has dedicated Employee Relations and People Accessibility teams focused on enabling employees with disabilities to do the best work of their lives at Apple.

All of Apple's new employees receive education and training on Apple's values, including Accessibility. Employees and managers can expand their knowledge at yearly internal accessibility events including Apple's celebration of Global Accessibility Awareness Day and an International

Accessibility Summit. Employees share Apple's values and practice them in their daily work to contribute to make a better world.

We also make SignTime - our on-demand sign language interpreting solution - available to customers and team members alike, to facilitate immediate and effective communications. We have multiple accessibility-focused trainings available to team members, managers, and recruiters.

C. Information and communication technologies (ICT)

With accessibility as a core value, Apple offers a variety of features in its devices to support accessible personal communication. This is reflected in the multiple ways we communicate with customers and employees, as outlined below, as well as in our user guides accessible via web documents and in braille (upon request), and in other accessibility-specific support articles in our website.

- **Websites:** Apple continuously works to meet the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA website requirements.
- **Reaching Apple**: Users are able to contact Apple via multiple means including telephone, SignTime, email, and text chat https://www.apple.com/ca/contact/.
- **Feedback:** Apple provides many feedback options to accommodate individuals with disabilities, as mentioned in Section A above and provided in our support page https://support.apple.com/en-ca/111749. Apple representatives will respond to customer and employee feedback on accessibility issues.

Additionally, Apple offers a variety of communication technologies features in its devices that help users with hearing and speech disabilities to reach out to our Support teams:

- **FaceTime:** Through Sign Language Prominence, FaceTime detects when users are using sign language in Group FaceTime calls and automatically highlights the user's tile to make them

prominent in the conversation. With Live Captions[2] in FaceTime, which can caption speech in one-on-one and Group FaceTime calls with speaker attribution, users can easily track who is speaking during group calls.

- **Real-Time Text (RTT) and Teletype (TTY):** Standard texting involves composing an entire message and tapping Send, but RTT provides instant transmission of a message as it is being composed.

- **Live Speech:** If users are unable to speak, have a speech disability, or prefer to communicate without their voice, they can use Live Speech to type what they want to say and have their device speak it out loud.

- **Live Captions:** Live Captions offer real-time, on-device-generated transcriptions of conversations so users can follow along in your Phone calls, FaceTime calls, or any web content they are browsing.

- **Personal Voice:** If users are at risk of voice loss or have a condition that can progressively impact their voice, Personal Voice can help. It's a simple and secure way to create a voice that sounds like them.

D. Communication, other than ICT

Every Apple Store offers 'Today at Apple' sessions designed to teach users the basics of using Apple's assistive technologies. AppleCare and Retail Customer Care support are available by text chat or telephone, or through sign language. A dedicated AppleCare support team is also available in English to provide support for the use of the Accessibility features of Apple products.

SignTime is an on-demand sign language interpreting solution - available to customers and team members alike, to facilitate immediate and effective

---

[2] The accuracy of Live Captions may vary and should not be relied upon in high-risk or emergency situations. Live Captions is available only on Mac computers with Apple silicon and Phone 11 and later and when the system language is English (U.S.) or English (Canada).

communications. Customers who use sign language can connect with an interpreter for one-on-one support sessions. Learn more at https://support.apple.com/en-ca/101572. Customers are also able to contact Apple for support by phone.

E. The procurement of goods, services and facilities

Apple is committed to demonstrating that business can and should be a force for good. Achieving that takes innovation, collaboration, and a focus on serving others. When content is delivered to the Apple TV app by third parties, Apple encourages its partners to deliver their content files taking accessibility into account. The Apple TV app supports closed captioning, subtitles for the deaf and hard of hearing, and audio description whenever delivered in their content.

F. The design and delivery of programs and services

Apple is dedicated to designing products and services accessible to everyone and continues to push forward new accessibility features. Apple endeavors to provide audio descriptions (AD)[3], subtitles for the deaf and hard of hearing (SDH) and closed captions (CC) for all Apple Original films, series and specials. When French audio is present, either as the original language or through French dubbing, French DV is also present. When French subtitles are present (or subtitles in any language) subtitles for the deaf and hard of hearing (SDH) are present in the associated language.

On the Apple TV app, movies and TV shows with accessibility features are labeled with AD for audio descriptions, CC for closed captions, and SDH for subtitles for the deaf and hard of hearing. These symbols are featured on each product page to help users easily find such content. Example below:

---

[3] Also referred to as Described Video (DV).
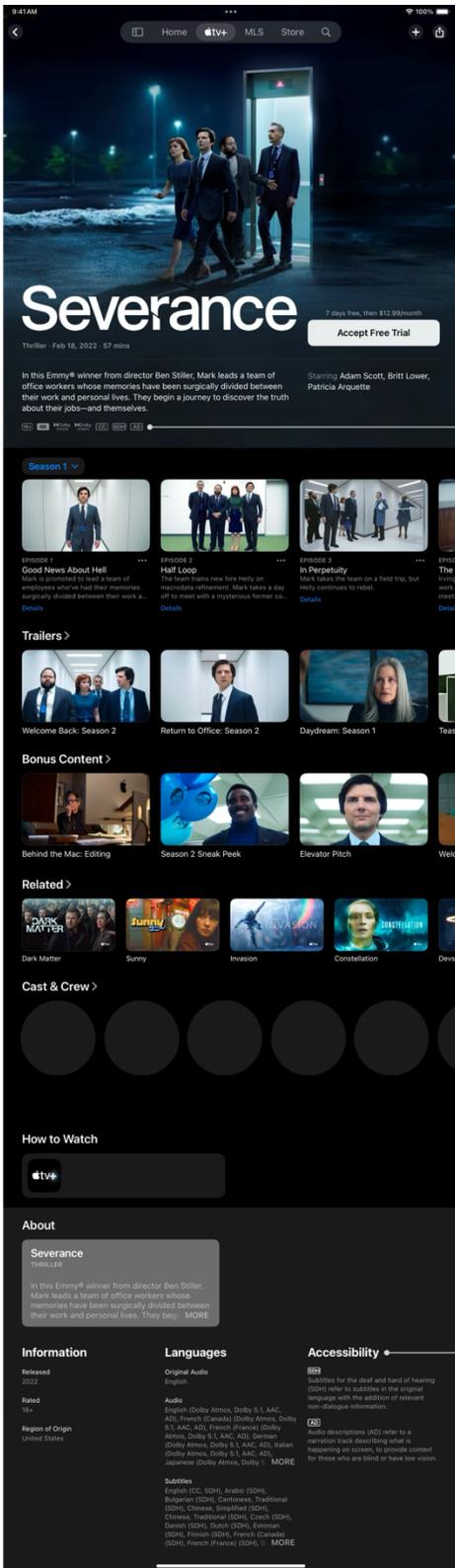
18+ 4K Dolby VISION Dolby ATMOS CC SDH AD

Accessibility

SDH
Subtitles for the deaf and hard of hearing (SDH) refer to subtitles in the original language with the addition of relevant non-dialogue information.

AD
Audio descriptions (AD) refer to a narration track describing what is happening on screen, to provide context for those who are blind or have low vision.

Additional Accessibility Features and Continuous Improvement

Apple devices include built-in accessibility features to support users' vision, mobility, hearing, and speech needs.

Moreover, Apple provides additional accessibility features on the Apple TV app to enhance users' experience when accessing the content:

- **Zoom:** Turn on Zoom to access a built-in magnifier that works anywhere on Apple devices to magnify the contents of the screen.

- **Increase Contrast:** Increase contrast on the screen between app foreground and background colors.

- **Dim Flashing Lights**: On Apple devices, turn on Dim Flashing Lights to automatically dim video content that depicts flashing or strobing lights. Your Apple devices use an on-device algorithm to detect flashing or strobing lights included in supported video content and automatically dims them on your TV and other Apple device displays in real time.

- **VoiceOver**: VoiceOver is a screen reader available in all the languages supported by Apple devices that describes what's on your screen, using speech or a connected braille display.

- Many more accessibility features are available on all Apple devices.

On Apple Music, users are able to experience Music Haptics[4], which is a new way for users who are deaf or hard of hearing to experience music on iPhone. With this accessibility feature turned on, the Taptic Engine in iPhone plays taps, textures, and refined vibrations to the audio of the music. Users can activate this feature on the Settings app of the iPhone, by selecting Accessibility. Apple Music provides various playlists for users to experience Music Haptics, making millions of songs accessible for all listeners on their devices.

---

[4] Music Haptics is supported on iPhone 12 and later, excluding iPhone SE (3rd generation), using iOS 18 or later.

Apple Podcasts provides "real time" transcripts for podcasts to match audio content in certain languages, and the Apple Podcasts app works generally with accessibility features Apple makes available on devices. The font and color contrast were designed to make long-form text easier to scan and read. Users who are deaf or hard of hearing are also able to access transcripts without having to press play on the episode. Transcripts will automatically be available for new episodes shortly after episodes are published. Previously released episodes will be transcribed over time.

In Apple Fitness+, users can set audio preferences like deciding whether to focus on the trainer's voice or music during a workout, audio hints that provide additional spoken cues to describe what the trainer is doing, and standard captions and subtitles[5].

G. Transportation

This section is not relevant to Apple's operations, as the Apple Media Services are not engaged in transportation services.

3. Consultations

Apple subscribes to the principle of participation — "Nothing About Us Without Us" — used by disability organizations to call for inclusion in work done for, by, and with persons with disabilities. In addition to hiring people with disabilities to develop and inform our accessibility features, we welcome all users [to beta test features](#) and give feedback.

We work with various nonprofit organizations around the globe to strategically align and support each other, and we maintain constant contact with community organizations to help ensure that we are exceeding their expectations. We also work with international standards organizations to expand equal access to information and functionality while working to protect and improve the rights, inclusion, and equity of people with disabilities.

When creating technological innovations, Apple often consults non-profit organizations and support organizations across multiple disability communities to ensure their perspectives are included. Apple follows

---

[5] Learn more at: https://support.apple.com/en-ca/guide/fitness-plus/apd12f665e17/ios

policy developments and shares its best practices with regulators, governments, and organizations, including the World Health Organization (WHO) and the European Disability Forum (EDF).

As a crucial step in the development of this Accessibility Plan, we engaged with multiple team members with disabilities, including the core members of the authoring team, to ensure its accuracy and thoroughness. In order to address the needs of as many team members as possible, our focus groups included team members with diverse types of disabilities, roles, and work environments. Each reviewer was also reminded of accessibility resources available, including the existing process for communicating feedback, ideas, and individual workplace concerns. This document was modified to include changes resulting from their feedback. They also shared that our benefits are world-class, but there are opportunities to improve and enhance them in the future; that Apple should consider how to more strongly encourage third-party providers of video content to always take accessibility into account; and that Audio Descriptions are commonly called DV (Described Video) in Canada and that we should consider noting this in the Apple TV+ interface.

4. Summary

Apple's commitment to accessibility has remained strong over time and we intend to continue this approach in the future. To support this commitment, we maintain a robust framework of quality assurance measures. These measures are continuously reviewed and refined in collaboration with internal teams and external partners to help ensure our standards are met and to create an experience for all customers to enjoy our content.

As Apple works through implementing the various activities under this Accessibility Plan, should barriers be identified that would impact individuals with disabilities, Apple will engage the appropriate parties to work to remove them in a timely manner.