

Accessibility Policy

Hootsuite is committed to providing a respectful, accessible, and inclusive environment for all of our employees and customers in the Province of Ontario. Our goal is to meet the standards outlined in the province's *Accessibility for Ontarians with Disabilities Act (AODA)* and to break down barriers to goods, services, and employment opportunities provided by Hootsuite.

Background

The purpose of the Accessibility for Ontarians with Disabilities Act (AODA) is to remove barriers for people with disabilities and to work towards achieving a fully accessible Ontario by 2025. All organizations in Ontario with one or more employees must adhere to the following Accessibility Standards as compliance dates come into effect:

- Integrated Accessibility Standards Regulation (IASR) (Ontario Regulation 191/11)
 - Customer Service
 - Information and Communications
 - Employment
 - Transportation
 - Design of Public Spaces (Built Environment)

What is considered a disability under the AODA and its standards?

The AODA uses the same definition of “disability” as the Ontario Human Rights Code, which includes both visible and invisible disabilities. All disabilities – whether temporary, short-term, long-term, or permanent – are included in this definition. It is important to understand that the emphasis of the AODA is not on specific disabilities, but is on removing barriers to accessibility of goods and services.

Some examples of types of disabilities covered by the AODA include:

- Mobility
- Vision
- Hearing
- Speech or communication
- Mental health
- Developmental or intellectual
- Chronic diseases or conditions

Guiding Principles

The principles of the AODA assist Hootsuite and its employees in taking reasonable efforts and making decisions to ensure that goods and services are as accessible and inclusive as

possible. The four guiding principles of the AODA focus on recognizing that all people with disabilities are entitled to:

- **Independence** – Independence means creating an environment in which people with disabilities are able to do things on their own, without unnecessary help or interference from others.
- **Dignity** – Treating people with dignity means not treating people with disabilities as an afterthought or forcing them to accept lesser quality or convenience, but instead enabling people with disabilities to maintain self-respect and the respect of others.
- **Integration** – Integration allows people with disabilities to benefit from the same interactions in the same place and in the same or similar ways as people without disabilities.
- **Equal opportunity** – Equal opportunity means ensuring that people with disabilities are afforded the same choices, benefits, and opportunities as people with disabilities.

Purpose

This Accessibility Policy is intended to fulfill the policy requirements of the Integrated Accessibility Standards Regulation (IASR) (Ontario Regulation 191/11).

Application

This policy applies to all employees and others who are working with Hootsuite and involved in delivering goods and services.

Availability of AODA Accessibility Policy

All relevant documents required by the Customer Service Standard, including the Accessibility Policy, will be made available upon request. The Accessibility Policy is included as part of employee training and the Policy is available both on the Accessibility page of Hootsuite.com (<https://www.hootsuite.com/en-GB/legal/accessibility>) and internally.

Assistive devices

Hootsuite employees will provide and communicate reasonable measures so that customers with disabilities may use their own personal assistive devices (for example, hearing aids, wheelchairs, walkers, oxygen tanks) as required to access Hootsuite facilities and services.

Information and resources on how to provide and communicate reasonable measures for customers to use their own personal assistive devices will be provided as part of employee training.

In addition, customer service staff are provided with training regarding how to operate and provide support with any assistive devices provided by Hootsuite.

Communication and format of documents

Hootsuite employees will communicate with people with disabilities in a manner that takes into account their disability.

Documents will be provided to people in accessible formats that take into account their disability and information needs.

Notice of disruption of services

In the event of temporary disruptions to the accessibility of Hootsuite facilities or services, all reasonable efforts will be made to provide advance notice. This will include communicating information about the reason for the disruption, its anticipated length of time, and a description of alternative facilities or services, if available.

In some circumstances, such as in a situation of unplanned or emergency temporary disruptions, advance notice might not be possible, but notice will be provided as soon as possible.

When disruptions occur, Hootsuite staff will make every effort to provide notice by:

- posting Notice of Disruption of Services notices in conspicuous places including at the point of disruption, at the main entrance, at the nearest entrance to the service disruption, and/or on the Hootsuite website; and by
- any other method that may be reasonable under the circumstances.

A procedure addressing Notice of Disruption of Services will include relevant information describing:

- under what circumstances notice will be provided about a temporary disruption,
- where notice will be posted,
- what steps will be taken when an unexpected disruption occurs,
- information that will be included in the notice of a temporary disruption, and
- any alternative facilities or services, if any, can be made available during the temporary disruption to continue to provide service to people with disabilities.

Feedback process

Feedback regarding accessibility to goods and services and the manner in which Hootsuite employees interact with people with disabilities is welcome and appreciated. A feedback form and procedure have been established for those customers and visitors located in the Province of Ontario to provide feedback and for staff to respond to feedback, in line with the Accessibility for Ontarians with Disabilities Act (AODA).

Copies of the AODA Accessibility Feedback and Complaint Form are available [here](#).

Training

Both customer service staff and management at Hootsuite recognize the importance of understanding how to provide accessible customer service. All employees are required to receive training regarding how to provide accessible customer service.

Hootsuite management will also ensure that the following persons receive AODA and accessibility training or confirm that they have received such training:

- contractors who act on behalf of Hootsuite; and
- individuals who participate in developing Hootsuite policies.

Training will be provided to each Hootsuite employee as soon as possible and reasonable based on assigned duties.

At minimum, training will cover the following:

- the purposes of the AODA and requirements of the customer service standard;
- how to interact and communicate with people with various types of disabilities;
- how to interact with people with disabilities who use assistive devices or require the assistance of a guide dog, other service animal, or a support person;
- how to use equipment or devices available at Hootsuite premises that are provided to help people with disabilities access Hootsuite facilities or services (for example, entrances, lifts, or scooters); and
- what to do if a person with a disability is having difficulty accessing Hootsuite services.

Each employee has an employee file that documents the type and date of training received. Hootsuite management maintains these records, which are recorded for training and administrative purposes, and subject to the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).

Guide dogs and service animals

Hootsuite allows people with disabilities to bring a guide dog or service animal with them to Hootsuite facilities open to the public or required for delivery of goods and services, unless otherwise prohibited by law. For example, Ontario Regulation 562 under the *Health Protection and Promotion Act* states that animals are not allowed in places where food is manufactured, prepared, processed, or handled. Signage indicating this policy is posted at the main entrance at each facility.

Each individual who is accompanied by a guide dog or service animal is responsible for maintaining care and control of the animal at all times.

If a health or safety concern presents itself (for example, another client or staff member has a severe allergy to the guide dog or service animal), Hootsuite employees will make all reasonable efforts to meet the needs of all individuals involved.

Support persons

Hootsuite permits people with disabilities who are accompanied by a support person to bring that person with them, at no fee, to access facilities and services open to the public or required for delivery of goods and services.

Employment

Hootsuite will communicate to the public and staff that, when requested, Hootsuite will accommodate disabilities during recruitment and assessment processes and when people are hired. Hootsuite will provide individualized workplace emergency response information to employees who have a disability. If using performance management, career development, and redeployment processes, Hootsuite staff will take into account the accessibility needs of employees with disabilities.

Design of Public Spaces

Hootsuite will meet required Accessibility Standards for the Design of Public Spaces when building or making major modifications to public spaces (for example, entrances and washrooms).

Modifications to this or other policies

Any Hootsuite policies that do not respect and promote the dignity and independence of people with disabilities will be modified or removed.

Glossary

Assistive devices are devices intended to assist people with disabilities (for example, walking aids or hearing aids).

Disability is defined as follows:

- 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;
- a condition of mental impairment or a developmental disability;
- a learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language;
- a mental disorder; or
- an injury or disability for which benefits were claimed or received under the insurance plan established under the Workplace Safety and Insurance Act, 1997.

Guide dog describes a dog that has been trained at one of the facilities listed in Ontario Regulation 58 under the *Blind Persons' Rights Act* to act as a guide dog for people who are visually impaired.

Service animal is an animal used by a person with a disability when

- it is readily apparent that the animal is used by the person for reasons relating to his or her disability (e.g., the animal is wearing a harness, saddle bags, or a sign that identifies the animal as a service animal);
- the person provides a letter from a physician or nurse confirming that the person requires the animal for reasons relating to a disability (the letter does not need to identify a specific disability or specifically how the animal is needed or used);
- the person provides a certificate of training from a recognized guide dog or service animal training school; or
- the person provides a valid identification card signed by the Attorney General of Canada.

Support person describes an individual who accompanies a person with a disability in order to provide services or assistance with communication, mobility, personal care, medical needs or access to goods or services. A support person could be a paid personal support worker, a volunteer, a friend, or a family member and does not necessarily need to have special training or qualifications.