



# Intuit Canada ULC 2023-25 Accessibility Policy

last updated: 12/18/2023

Intuit Canada ULC ("Intuit" or the "Company") is committed to ensuring that we provide services to our customers with disabilities in an accessible manner, and in a way that respects the dignity and independence of those individuals.

## Accessibility Plan

Intuit strives to meet the needs of its employees and customers with disabilities and is working hard to remove and prevent barriers to accessibility.

Intuit is committed to fulfilling our requirements under the Accessibility for Ontarians with Disabilities Act, 2005. This accessibility plan outlines the steps we are taking to meet those requirements and to improve opportunities for people with disabilities. Our plan shows how we will play our role in making Ontario an accessible province for all Ontarians. The plan is reviewed and updated at least once every 5 years.

We train every person as soon as practical after being hired and provide training in respect of any changes to the policies. We maintain records of the training provided, including the dates on which the training was provided and the number of individuals to whom it was provided.

## Section 1. Past Achievements to Remove and Prevent Barriers

Intuit has completed the following accessibility initiatives.

### Customer Service

Customer feedback is available via [accessibility-feedback@intuit.com](mailto:accessibility-feedback@intuit.com).

Intuit provides training to staff who deal with customers or other third parties, and those who are responsible for customer service policy development, as required by applicable laws.

In general terms, such training includes the following components:

- An overview of applicable laws related to the provision of services to individuals with disabilities;
- An overview of the Policy and any other practices, policies, or procedures developed by the Company with respect to the provision of services to individuals with disabilities;
- Information regarding how to interact and communicate with individuals with various types of disabilities, including interaction with individuals who use assistive devices, support persons and service animals;
- Instruction on how to use any assistive devices that the Company may have available to assist individuals with disabilities to access services from Intuit; and
- Instruction on what to do if an individual with a disability is having difficulty accessing Company services.

Empathy for our customers, including them in our design process, and solving their problems let our design teams go above and beyond expectations. Intuit's **Adopt a Small Business** program connects small groups of Intuit employees who volunteer to adopt a QuickBooks or Mailchimp customer for two months, getting to know the ups and downs of running a small business while using our products. Once adopted, the teams meet weekly with their adopted businesses to engage themselves in the behind-the-scenes work of running a business, completing tasks such as: invoicing, data entry, reconciliations, and payroll. This program has included multiple businesses owned by a person with a disability.

### **Powering Prosperity with Aira**

Together with **Aira**, a service that provides visual interpreters for people with vision impairments, we've created a first-of-its-kind program to empower blind and low-vision entrepreneurs. Through the Aira app, any blind or low vision small business owner or QuickBooks customer can click one button and be instantly connected to a remote set of

eyes. Once connected, they can obtain the necessary Support to access missing virtual information and perform an unlimited series of tasks.

## **Information and Communications**

To improve image text descriptions, Artificial Intelligence (AI) is used to provide suggested alternate text. The suggested text incorporates Intuit's content design guidelines for readability and inclusive language.

Intuit's accessibility policy supports Web Content Accessibility Guidelines (WCAG) 2.1 AA requirements. For continuous progress, Intuit uses automated and manual evaluations, customer research, and code/design reviews.

Intuit's Content Design guidelines define accessibility and inclusive strategies, including readability, inclusive language, alternate text, and accessible design.

## **Employment**

Intuit has consistently earned a top score in the Disability Equality Index. The Intuit Abilities Employee Resource Group (ERG) works to advance disability inclusion, with a focus on culture and leadership, employment, community engagement, and supplier diversity.

Being our authentic selves is part of Intuit culture. To encourage employees to bring their whole selves to work, we want to give them an opportunity to share more information about who they are and how they want to be seen. That's why we've been on a journey to expand self-identification capabilities in our HR systems. Depending on the country, our expanded self-identification includes fields such as:

- Disability details
- Gender identity options
- Military details
- Primary and secondary race and ethnicity values
- Pronouns
- Sexual orientation

## **Procurement**

Intuit's Supplier Code of Conduct includes accessibility agreements: non-discrimination, accessibility standards, communication, physical accessibility, and training.

### **Businesses through supplier diversity**

As part of our commitment to help power the prosperity to increase our investment in diverse and small business suppliers through our operations. We furthered our commitment by signing the US Chamber of Commerce's Prompt Pay Pledge to pay our small business suppliers faster. While Intuit's commitment was to pay diverse and small business suppliers within 10 days or less, our average payment time was less than 5 days.

## **Training**

Education and awareness has been essential to Intuit's success. Our annual goal is to provide hosted workshops, conferences, lunch and learns, bootcamps, and working groups that are attended by at least 20% of Intuit employees. Our Accessibility Champion program includes 1,600 people at Intuit. Our new employees are introduced to accessibility and invited to join our Employee Resource Groups. We've also sponsored organizations and conferences to support entrepreneurship for those with a disability.

## **Section 2. Strategies and Actions**

### **Customer Service**

Intuit is committed to providing accessible customer service to people with disabilities. This means that we will provide goods, services, and facilities to people with disabilities with the same high quality and timeliness as others.

### **Next Actions**

- Improve customer support for customers who are deaf or have communication disabilities.
- Expanded representation of customers with disabilities in Adopt a Small Business, Follow Me Home, and corporate highlights.

- Neurodiversity and assistive technology training for customer success.

## **Information and Communications**

Intuit is committed to making our information and communications accessible to people with disabilities.

### **Next Actions**

- Incorporate WCAG 2.2 AA guidelines.
- Improved pdf and document accessibility.
- Improved color contrast and support for dark mode and high-contrast themes.
- Increased adoption of accessible design systems for consistent experiences.
- AI-powered features reduce effort and increase accuracy and accessibility.
- Inclusive design includes intersectionality and trauma-informed principles.

## **Employment**

Intuit is committed to fair and accessible employment practices.

### **Next Actions**

- Management training for neurodiversity
- Apprenticeship programs for students with disabilities
- Improved accommodations with centralized budgets, automated assistive technology approvals, and process documentation.

## **Training**

Intuit is committed to providing training in the requirements of Ontario's accessibility laws and the Ontario Human Rights Code as it applies to people with disabilities.

### **Next Actions**

- Better Together for Accessibility program to develop curriculum for inclusive design, accessible management, customer empathy, and understanding disabilities.

- Accessibility Weeks provide location-specific training and events hosted at Intuit locations. These also include customer research, volunteer opportunities, and Accessibility Champion projects.
- Increased use of closed captions, transcripts, and audio descriptions within training courses

## **For More Information**

For more information on this accessibility plan, contact:

- Ted Drake, Accessibility and Inclusive Design Leader
- [accessibility-feedback@intuit.com](mailto:accessibility-feedback@intuit.com)
- Our accessibility plan is publicly posted at <https://www.intuit.com/ca/legal/accessibility/>.