



**Accessibility Plan
19 February 2026**

Purple Cow Internet Inc.

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1. GENERAL

1.1. Feedback Process and Contact Information

To provide feedback on accessibility or barriers you have faced in accessing our services, or to request a copy of our accessibility plan or a description of our feedback process or plan in print, large print, braille, audio format or an electronic format that is compatible with adaptive technology, please contact Purple Cow's Manager for Accessibility:

Email: team@purplecowinternet.com

Phone Number: 902-800-2660

Mailing Address: 61 Raddall Ave - Unit P
Dartmouth, Nova Scotia
B3B 1T2

1.2. Accessibility Statement

Purple Cow Internet Inc. ("Purple Cow") is a Nova Scotia based business offering affordable and high-quality Internet, television, and phone services throughout Atlantic Canada.

Accessibility is an important priority for Purple Cow, and we are committed to the ongoing process of removing barriers for everyone.

This accessibility plan has been prepared in accordance with the requirements of the *Accessible Canada Act*, SC 2019, c 10 ("Act"), and its regulations. Purple Cow's accessibility plan explains how it intends to make progress with respect to accessibility in the following areas:

- Employment
- The Built Environment
- Information and Communication Technologies
- Communication, Other Than Information and Communication Technologies
- The Procurement of Goods, Services and Facilities
- The Design and Delivery of Programs and Services
- Transportation

Purple Cow's accessibility plan addresses its business activities under both the *Telecommunications Act*, SC 1993, c 38 and the *Broadcasting Act*, SC 1991, c 11.

2. KEY AREAS

2.1. Employment

Purple Cow strives to be an employer of choice, and we are continuously looking for ways to improve the experiences of our employees and prospective employees.

2.1.1. Identified Barriers and Proposed Solutions

Barrier 1: Although accommodation can be made for prospective employees during the recruitment process, we need to ensure that this is communicated to prospective employees in all of our job postings.

Solution 1: We will make sure to add a statement in job postings to let candidates know that their disabilities and needs can be accommodated, and we will ask prospective employees whether they require accommodation prior to commencing the interview process.

Barrier 2: While assistive technology and other supports would be provided if required by an employee, we have not confirmed if information about assistive technology and support has been communicated to all employees.

Solution 2: We will communicate with employees about the types of assistive technologies and supports that are available for those who need them. We will also ensure that employees know that we will help them find a solution for any barriers to accessibility they are facing at work.

Barrier 3: Managers may not be well-versed in accessibility issues.

Solution 3: We will investigate training programs for managers to ensure that they are aware of accessibility issues and how they can contribute to Purple Cow meeting its accessibility related obligations.

2.2. The Built Environment

Purple Cow's employees generally work remotely. Customers do not attend our offices, and we do not have any retail stores.

2.2.1. Identified Barriers and Proposed Solutions

At this point in time, we are not aware of any accessibility related issues involving Purple Cow's Built Environment.

We have not received any feedback from our employees with respect to any accessibility issues involving our offices. However, we will continue to monitor this situation.

2.3. Information and Communication Technologies (“ICT”)

We communicate with our customers using our public-facing website, social media channels, telephone, email, and text messages.

We communicate internally using email, telephone, text messages, and other messaging applications.

2.3.1. Identified Barriers and Proposed Solutions

Barrier 1: We need to ensure that our customer service representatives are trained to handle inquiries over our various ICT channels from customers with accessibility related issues.

Solution 1: We are reviewing our training to ensure that we have customer service representatives that are able to address accessibility related inquiries over all of our ICT channels.

Barrier 2: While we believe our website meets all accessibility standards, we need to monitor this situation, particularly as new technologies such as AI-assisted chatbots may be integrated.

Solution 2: We will continue to monitor our website for compliance with accessibility related standards, including when we introduce new features and technologies.

2.4. Communication, Other Than Information and Communication Technologies

Purple Cow’s non-digital communications include in-person interactions between salespeople and customers.

2.4.1. Identified Barriers and Proposed Solutions

Barrier 1: We need to confirm that all of our salespeople are trained on how to interact with customers that may have accessibility issues so that they can provide the best possible service.

Solution 1: We will provide training to employees so that they are confident in speaking to customers with accessibility related issues and are able to find solutions for these customers.

2.5. The Procurement of Goods, Services and Facilities

Purple Cow procures a variety of goods, services, and facilities.

2.5.1. Identified Barriers and Proposed Solutions

At this point in time, we are not aware of any accessibility related issues involving the procurement of goods, services, or facilities. However, we will continue to monitor this situation.

2.6. The Design and Delivery of Programs and Services

The services we provide to customers include affordable and high-quality Internet, television, and phone services throughout Atlantic Canada.

It is very important to us that we be able to address any accessibility issues that may act as barriers to our customers being able to fully utilize our services.

2.6.1. Identified Barriers and Proposed Solutions

Barrier 1: Our customers may not know about the accessibility tools and supports we offer.

Solution 1: We will publicize the accessibility tools we offer so that more people can make use of them.

Barrier 2: Not all employees have experience assisting customers with accessibility needs.

Solution 2: We will introduce training on accessibility during new hire orientation for new hires, and for existing employees.

Barrier 3: Some of our customers may need extra support in activating and using their services.

Solution 3: We will provide extra support to these customers so that they can fully utilize their Purple Cow services.

2.7. Transportation

2.7.1. Identified Barriers and Proposed Solutions

Purple Cow is not involved in transportation.

3. CONSULTATIONS

When preparing this plan, Purple Cow consulted both internally and externally with people with disabilities using one-on-one consultations and our accessibility feedback form.

We have not yet received any specific feedback from these consultations. However, Purple Cow is committed to continuing to listen to our customers and employees about how we can become a more accessible business.

4. ACCESSIBILITY PRINCIPLES

When preparing this plan, Purple Cow considered the accessibility principles contained in section 6 of the Act, including:

- (a)** all persons must be treated with dignity regardless of their disabilities;
- (b)** all persons must have the same opportunity to make for themselves the lives that they are able and wish to have regardless of their disabilities;
- (c)** all persons must have barrier-free access to full and equal participation in society, regardless of their disabilities;
- (d)** all persons must have meaningful options and be free to make their own choices, with support if they desire, regardless of their disabilities;
- (e)** laws, policies, programs, services and structures must take into account the disabilities of persons, the different ways that persons interact with their environments and the multiple and intersecting forms of marginalization and discrimination faced by persons;
- (f)** persons with disabilities must be involved in the development and design of laws, policies, programs, services and structures; and
- (g)** the development and revision of accessibility standards and the making of regulations must be done with the objective of achieving the highest level of accessibility for persons with disabilities.

5. CONCLUSION

We understand that removing barriers to accessibility is an ongoing process and we are committed to continuing this journey.