

Employment

Barrier identified:

- The availability of accommodation during the recruitment process was not consistently communicated to candidates in our job postings.
- Information about assistive technologies and supports available at Purple Cow had not been confirmed as communicated to all employees.
- Managers may not be well-versed in accessibility-related issues and how to support accessibility in the workplace.

Action(s) taken:

- Purple Cow's job postings now include an explicit commitment to inclusive, barrier-free recruitment, inviting candidates to identify accommodation needs at the point of application. The standard language reads:
"Our Commitments: Purple Cow Internet is an equal opportunity employer. We are committed to inclusive, barrier-free recruitment and selection processes, including our work environment."
"Accommodations are available upon request for candidates taking part in all aspects of the selection process. Please inform us within your application if you require any accommodations and every effort will be made to meet your needs."
- An internal employee accessibility survey was distributed to all Purple Cow employees. The survey sought feedback on barriers encountered at work, accommodation practices, awareness of available assistive technologies and supports, and suggestions for improvement.
- Purple Cow is identifying training options for managers to ensure they are aware of accessibility-related issues and how they can contribute to Purple Cow meeting its accessibility-related obligations.

The Built Environment

Barrier identified:

- At this point in time, no accessibility-related barriers have been identified involving Purple Cow's built environment. Purple Cow employees generally work remotely, customers do not attend our offices, and we do not have any retail stores.

Action(s) taken:

- We continue to monitor this area and have not received any feedback from employees regarding accessibility issues with our offices.

Information and Communication Technologies (I.C.T.)

Barrier identified:

- Customer service representatives need to be equipped to handle inquiries across our various I.C.T. channels from customers with accessibility-related issues.
- Website accessibility needs to be actively monitored, particularly as new technologies and features are introduced.

Action(s) taken:

- Purple Cow upgraded its customer portal so customers can now perform a wide range of account actions independently, without needing to interact with a representative and without being limited to business hours. This removes a meaningful accessibility barrier for customers who experience difficulty with telephone communication, including customers who are deaf, hard of hearing, or who have speech disabilities; customers for whom phone interactions are difficult due to cognitive or mental health considerations; and customers whose available hours do not align with traditional contact centre operating hours.
- Customer service representative training is being updated to ensure representatives are equipped to address accessibility-related inquiries across all of our I.C.T. channels, including telephone, email, text, and social media.
- Purple Cow is establishing a formal website accessibility monitoring process. Planned elements include adopting the Web Content Accessibility Guidelines (W.C.A.G.) 2.1 Level AA as the reference standard, introducing periodic automated accessibility scans, adding an accessibility review step to the release process for new website features, and incorporating manual checks (including keyboard-only navigation testing) for major releases.

Communication, Other than I.C.T.

Barrier identified:

- Salespeople interacting with customers in person, at events or in the community, need to be confident speaking with customers who have accessibility-related needs, and able to find appropriate solutions for these customers.

Action(s) taken:

- Training for in-person sales staff on serving customers with accessibility-related needs is being developed and rolled out across the sales team. The training is intended to equip salespeople to recognize accessibility-related needs, communicate respectfully and effectively with customers who have disabilities, and identify appropriate solutions on the customer's behalf.

The Procurement of Goods, Services and Facilities

Barrier identified:

- At this point in time, no accessibility-related issues have been identified involving the procurement of goods, services, or facilities.

Action(s) taken:

- We continue to monitor this area and will incorporate accessibility considerations into procurement decisions where applicable.

The Design and Delivery of Programs and Services

Barrier identified:

- Customers may not know about the accessibility tools and supports Purple Cow offers.
- Not all employees have experience assisting customers with accessibility-related needs.
- Some customers may need extra support in activating and using their services.

Action(s) taken:

- Purple Cow expanded its television service to include set top boxes. Previously, our TV service was delivered exclusively through a software application requiring use of a smartphone, tablet, or compatible streaming device. The addition of set top boxes provides customers with an alternative access route that does not depend on navigating a software application, improving accessibility for customers who may face barriers using app-based interfaces, including some customers with visual impairments, motor or dexterity limitations, or lower digital literacy.
- Purple Cow deployed Field Support Specialists in our highest market share regions. These specialists provide in-region, hands-on assistance to customers with both initial setup of their services and ongoing troubleshooting, providing a direct, person-to-person support channel for customers who require extra help to activate and use their Purple Cow services.
- Accessibility-related training is being integrated into new hire orientation and rolled out to existing employees, so that every Purple Cow employee who interacts with customers has a baseline understanding of how to recognize and respond to accessibility-related needs.
- Purple Cow is working to more clearly publicize the accessibility tools and supports it offers to customers so that more people can make use of them.

Transportation

Purple Cow does not provide transportation services so this area does not apply.

Consultations

In preparing this progress report, Purple Cow consulted with persons with disabilities through an internal employee accessibility survey distributed to all Purple Cow employees. The survey sought feedback on barriers encountered at work related to the A.C.A. priority areas, accommodation practices, awareness of available assistive technologies and supports, and whether employees have suggestions for improvement.

Our accessibility feedback channels (email, telephone, and mail) also remain open to customers, employees, and members of the public who wish to share feedback on accessibility at Purple Cow.

Purple Cow's Manager for Accessibility is responsible for reviewing all information shared through these consultation activities. Input provided, including new barriers identified, is documented for future consideration or incorporation into our current accessibility plan where we may be able to adjust planned activities.

Purple Cow is committed to expanding its consultation activities in future reporting periods, including by seeking direct input from customers and members of the public with disabilities on the accessibility of our services.

Feedback

Since the publication of our accessibility plan on February 19, 2026, Purple Cow has not received any feedback through the accessibility feedback channels described in the General section of this report.

The feedback process described in our accessibility plan and in this progress report remains in place and accessible to customers, employees, and members of the public. Purple Cow will continue to monitor these channels and will report on any feedback received, and how it has been considered, in subsequent progress reports.