

CloudCall Accessibility Plan 2026 to 2029

Updated May 2026

General

Our Commitment to Accessibility

CloudCall Ltd, CloudCall Inc and their group companies (“CloudCall”) are dedicated to providing our employees with an equitable workplace and enhancing the accessibility of our products and services. This Accessibility Plan, which has been prepared in accordance with the requirements of applicable legislation, explains CloudCall’s efforts to collect feedback from its employees, partners, and customers and to enhance its accessibility programs. CloudCall is committed to ensuring equal access and participation for people with disabilities and treating all people in a way that allows them to maintain their dignity and independence. We believe in integration and equal opportunities for all. We are committed to meeting the needs of people with disabilities in a timely manner.

We are working within the key principle of “nothing without us.” As we work to implement this Accessibility Plan, we will continue to count on feedback from our customers, employees, business partners, consumer disability rights advocacy organizations, and other stakeholders.

We are working hard to put this Accessibility Plan in place in a way that respects the foundational principles of:

- dignity;
- equal opportunities;
- barrier-free access
- meaningful options;
- involving people with disabilities in the development and design of our policies, programs, services and facilities;
- recognizing that people can be excluded and discriminated against for more than one reason at the same time (intersectionality); and
- achieving the highest level of accessibility.

We have a designated process to receive feedback on our accessibility work. This is set out in our [Accessibility Feedback](#) Process document, with a dedicated accessibility representative

- Executive Accessibility Champion: Ned Mason, CFO
- email: accessibility@cloudcall.com

- Mail: 1300 El Camino Real, Suite 100, Menlo Park, CA 94025 or 1 Colton Square, Leicester, United Kingdom, LE1 1QH
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Our plan will help us oversee that the work we undertake to improve the accessibility of our products and services is sustainable and transparent. We recognize that with proper tools, training, and opportunities, everyone can participate on equal terms in every aspect of life, regardless of ability or disability. We want people with disabilities to buy and use our products and services. Therefore, we will strive to develop innovative products and services that everyone can use.

This Accessibility Plan is our formal pledge to everyone we employ and everyone we serve that we are committed to creating environments, services, and experiences where everyone feels valued and respected.

On request, CloudCall will provide this Accessibility Plan, the description of our feedback process, and our progress reports in print, large print, braille, audio, and electronic formats compatible with assistive technology. To request an alternate format, contact us using the above details.

Executive Summary

CloudCall has already fostered a culture and environment that embraces diversity and inclusivity from the way we write our job adverts, conduct job interviews and support our employees. We are continuously looking for improvements and innovative ways to enhance our product to make it accessible for all our customers including those with disabilities.

As part of developing this Accessibility Plan we have identified potential barriers in our procurement process and have identified steps that we can take to address some of these.

Where we are already adopting good practices, and we will search and monitor for any future developments either in technology, or societal practices that may present new barriers and shall modify our processes accordingly to prevent any new barriers from developing.

Consultations

Consultation History

CloudCall has engaged with employees to gather feedback on all aspects of accessibility, diversity and inclusion as part of regular anonymous surveys, as well as exit interviews and an 'open door' policy between managers and their team members. Our annual surveys have been run since 2020 and specifically asks employees and managers questions related to diversity, inclusion and enablement. These help examine whether, how and to what extent employees feel they are respected, valued and able to ask for help or submit feedback for any issues they are encountering, and whether and to what extent our staff have the tools, systems and processes at CloudCall to do their job well, plus any information and training they may need or benefit from.

Our plan includes ongoing consultation as required, including suppliers, vendors or customers as required in the circumstances.

Key Areas

CloudCall have set up a form on our webpage, available at this address: www.cloudcall.com/edi where prospective customers and/or employee candidates can submit feedback relating to any barriers they have encountered. This feedback can be provided anonymously.

CloudCall maintains policies that outline the importance of accessibility, diversity and inclusion, most relevant are our policies on: hybrid working, promotion, anti-harassment and bullying, equal opportunities, trans inclusion and transition at work.

As a company that has already embraced and fostered a culture of diversity and inclusion for our work force, our immediate goal is to improve and enhance our product, so that the identified barriers can be addressed, making our product accessible by all.

Employment

CloudCall is committed to promoting diversity and inclusion in the workplace. We believe that a diverse and inclusive workforce not only enriches our organization, but also helps us to better serve our customers, partners, and communities. We welcome applications from all individuals and do not discriminate on the grounds of age, disability, sex, sexual orientation, gender identity or expression, marriage, civil partnership, pregnancy, maternity, race, religion, or belief.

We ensure that our recruitment processes are inclusive and accessible to individuals with disabilities, including online interviews where relevant. Our job adverts encourage candidates to reach out to the Talent Acquisition team if they need any adjustments throughout the recruitment process, due to any unique needs of job applicants with disabilities.

Once we move to the offer process, our team works with new employees to identify any specific adjustments that may be required, whether that's workspaces, equipment, or amended duties, to ensure that individuals with disabilities can perform their job effectively and are appropriately supported. This is kept under regular review. Once hired, CloudCall works to make employees with disabilities feel included, valued, and respected. This may include providing ongoing support and accommodations as needed, promoting a culture of respect and understanding, and offering opportunities for career advancement and professional development. Feedback can be given anonymously.

Identified Barriers:

- The team has not undergone specific accessibility training and may not be informed enough on how to better accommodate applications from individuals with accessibility issues.

Action Plan:

- Although we have a small team, accessibility training shall be considered for relevant members of the team to enable them to understand how to better support applicants with accessibility issues.
- Specific accessibility questions will be added into our employee engagement surveys.

The Built Environment

CloudCall has physical offices in the UK and the US but not in Canada. No required actions at this time, beyond continuing with standard accessibility requirements in respect of access.

Information and Communication Technologies

CloudCall continues to interact closely with our customers, employees and partners to ensure we understand any areas with limitations and or obstacles that could prevent users from having a fully robust experience while interacting with our products and services. This is not an area on which we typically receive requests.

We plan to consider and implement relevant content enhancements such as adherence to WCAG 2.1 or higher, user-friendly design considerations such as color contrast, text size and keyboard navigation and also with features like captioning and transcripts for multimedia content to support users that are deaf or hard of hearing.

Action Items (Planned):

- Consultation: CloudCall will engage with persons with disabilities to gather insights and feedback.

- **Functional Enhancements:** We will develop key functionality improvements to meet accessibility requirements in identified areas.
- **Monitoring and Reporting:** We will establish monitoring and reporting mechanisms to track progress and compliance with accessibility standards.
- **Specific accessibility training** will be sourced for employees working in customer support roles, so that employees have an increased knowledge on accessibility issues and how to better support customers with accessibility requirements.

Communication (other than information and communication technologies)

CloudCall aims to provide clear communication and support options to all customers and potential customers. We are dedicated to making our customer support services, marketing communications, and other interactions accessible to people of all abilities, ensuring that individuals with disabilities have meaningful access to information and support. To accomplish this, we are focused on enhancing the accessibility of our communications and continually improving the overall customer experience.

Identified Barriers:

1. **Varying Levels of Awareness and Knowledge Among Support Team Members:** Our support team members possess differing degrees of understanding regarding the barriers faced by customers with disabilities. This includes inconsistencies in how they respond to inquiries and handle requests for accommodations. This variation can impact the quality and effectiveness of support provided to customers with specific needs.
2. **Inconsistent Availability of Accessible Documentation:** Our support and marketing materials are not consistently available in accessible formats, which is important for inclusivity.
3. **Resourcing:** With a small team there is limited resource for extensive engagement on accessibility which means work is undertaken at a slower pace than we would like.

What's next:

1. **Enhance Accessibility of Online Support Documentation:** CloudCall is committed to making all online support documentation available in accessible formats. This includes converting materials to formats compatible with screen readers and other assistive technologies, ensuring that customers with disabilities can easily access and utilize the information they need.
2. **Provide Comprehensive Training for All Teams:** We will consider additional training programs for our teams, focusing on how to effectively respond to customers with disabilities.

3. **Monitor and Act on Customer Feedback:** CloudCall will actively monitor customer surveys and feedback to identify areas where we can enhance our accessibility efforts. This ongoing process will help us stay informed about the challenges faced by our customers and guide our improvement strategies.
4. **Continue to Operationalise Accessibility:** CloudCall keeps accessibility front of mind in product design and partner selection, incorporating accessibility into feature development, roadmap planning, partner appointment and third party integration.

Procurement of Goods, Services, and Facilities

CloudCall prioritizes accommodating our employees with disabilities and providing them with the necessary tools so they can succeed at their jobs. We communicate our accessibility requirements to our vendors where relevant. These areas are considered low volume and low risk in terms of our business operations.

Design and Delivery of Programs and Services

CloudCall is committed to providing our products and services to all our customers including those with disabilities and providing them with the necessary tools so they can make the full and best use of our products and services.

Transportation

CloudCall does not provide transportation services to the public or its employees.

Accessibility-Related Conditions in country-specific legislation

Sections 24 and 24.1 of the Telecommunications Act give the Canadian Radio-Television and Telecommunications Commission (CRTC) broad powers to impose conditions of service aimed at ensuring that telecommunications equipment and services are accessible to Canadians with disabilities. We also monitor for regulatory requirements in other jurisdictions relevant to our customer base.

If the CRTC makes accessibility regulations under the Telecommunications Act in the future, we will consider them in future accessibility plans. The same applies for other relevant jurisdictions.

Looking Ahead

As we implement the Plan, we will prepare periodic progress reports as part of our obligations under applicable legislation

To do that we will:

- consider the feedback we receive through our feedback process;
- track our progress by recording how we have — or plan to — remove or prevent the barriers that are identified in this Plan, and any additional ones that might be discovered later; and
- report on this progress.

As we have done to develop this plan, we will consult people with disabilities to help us prepare our progress reports. The reports will reflect the information we receive through our feedback process and how we considered it. This plan replaces the plan before it.