

Accessibility Statement



Accessibility Statement for ITV

ITV is for everyone, regardless of their background, race, disability, sexuality, gender identity or expression. ITV wants to enable all our viewers and consumers to access our services with ease. We want all our colleagues to work without barriers to information, facilities or tools.

Our Accessibility Statement covers our products, services and work environments. We will make them accessible to everyone. We will do this by removing barriers and facilitating inclusion.

This statement covers all aspects of ITV infrastructure. It relates to our:-

- TV channels
- Digital products and services
- Physical facilities such as buildings
- Internal technology
- Provision and publication of information
- Organisational practices; the way we do things in relation to our consumers and colleagues

About disability

Disability happens at the points of interaction between a person and society. The social model of disability has been developed by disabled people, and states that people are disabled by barriers in society rather than their impairment or difference. These barriers can be physical, like buildings not having accessible toilets. Or they can be caused by people's attitudes to difference, like assuming disabled people can't do certain things.

Barriers can be permanent, but they can also be temporary (a short term injury) or situational (commuting, driving). Most of us experience situational disability every day of our lives. At least 20% of the UK's population can be categorised as permanently disabled.

Physical, cognitive, and social exclusion are the results of barriers that are not addressed by accessible solutions.

Ensuring products, services and sites are accessible redresses this mismatch. Inclusive Design is an approach that enables and draws on the full range of human diversity. Inclusive Design helps us to deliver accessibility so that everyone is included. Auxiliary aids and services such as subtitling, sign language translation and audio description also contribute to our accessibility.

ITV's commitment to support accessibility

- Accessibility will be championed at Board level and throughout the organisation
- We will embed the principles of Inclusive Design into the way we make changes that affect our consumers and colleagues. We'll do this from the start of projects. We will reinforce it through training and standards
- We will ensure the facilities and the technology we use provide an accessible environment for all our consumers and colleagues
- We will influence our suppliers. We only want to work with organisations that share our commitment to inclusion. This will ensure we can make an impact
- We will listen to our viewers, consumers and colleagues to find out how we can improve what we do. They will tell us what else we can do to make our services more accessible and easy to use

We will design for difference; we will design for everyone. We will not seek solely to meet the needs of disabled consumers and colleagues. We know that everyone benefits from new ideas and inclusive designs.

If you have any questions about accessibility at ITV, please contact us at accessibility@itv.com.