



## Mintel EMEA Accessibility Statement

Mintel is committed to providing a website that is accessible to the widest audience possible. Regardless of circumstances and abilities of the visitors, we make every effort to provide a good experience to all, also visitors with disabilities.

We use the Web Content Accessibility Guidelines (WCAG) 2.0 published by the World Wide Web Consortium (W3C) to understand how to make web content more accessible for people with disabilities. Mintel has committed to developing a website that is designed and operated in a way that adheres as closely as possible to these guidelines to ensure that we're meeting the responsibilities under the Equality Act 2010 and the EU Web Accessibility Directive.

The WCAG 2.0 guidelines are organized under 4 main principles: perceivable, operable, understandable, and robust. For each guideline, there are testable success criteria, which are at three levels: A, AA, and AAA.

Mintel continuously tests our website to improve the success rate for each of the 4 WCAG principles. The columns below show how the WCAG guidelines have been applied to our website and how they improved the web's accessibility.

Each table includes three columns and describes how Mintel implemented each of the 4 main principles of the WCAG 2.0 guidelines. Column one provides details of the specific WCAG guideline. The second column describes the implementation status and the third column contains additional remarks and explanations regarding the adjustments made.

**Principle 1: Perceivable**

Guideline	Status	Comments
<p>Guideline 1.1 (Text Alternatives): Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.</p>	<p>Partially compliant: Primary features all accessible</p>	<p>Yes: Navigational images and icons either have alt text or appear next to descriptive text. Data from charts available in data tables either within report or in separate data book. No: On Mintel Reports most images have alt text, on trends most of them don't have it.</p>
<p>Guideline 1.2 (Time-based Media): Provide alternatives for time-based media; captions prerecorded</p>	<p>Partially compliant: Primary features all accessible</p>	<p>Yes: Most content is not in the form of time based media, with descriptive text normally following occasional videos from third parties. No: No captions nor sign language for webinars</p>
<p>Guideline 1.3 Adaptable: Create content that can be presented in different ways (for example simpler layout) without losing information or structure.</p>	<p>Mostly compliant</p>	<p>Yes: Standard HTML markup used for text content and data tables. No: Trendscape does not have text description - some information on the schedule is implied by positioning.</p>
<p>Guideline 1.4 Distinguishable: Make it easier for users to see and hear content including separating foreground from background.</p>	<p>Mostly compliant</p>	<p>Yes: Most content does not rely on colour. Audio and video players have features to pause content. Use of standard HTML tags allows resizing of text without loss of content. Audio content does not include background sounds. No: Trendscape relies on colors - Schedule information about published reports relies on colors; no audio playing automatically; some element of schedule don't have enough contrast. Other elements do not adhere to a strict contrast ratio. Graph images can include text.</p>

**Principle 2: Operable**

Guideline	Status	Comments
Guideline 2.1 Keyboard Accessible: Make all functionality available from a keyboard.	Partially compliant	Yes: Content can be scrolled and navigational links accessible via tabbing. No: Trendscape is not keyboard accessible - schedule is not usable.
Guideline 2.2 Enough Time: Provide users enough time to read and use content.	Not compliant	Yes: Majority of content is textual and can be scrolled through in the user's own time. No: Videos do not provide video speed controls.
Guideline 2.3 Seizures: Do not design content in a way that is known to cause seizures.	Fully compliant	Yes: No use of flashing animations.
Guideline 2.4 Navigable: Provide ways to help users navigate, find content, and determine where they are.	Partially compliant	Yes: Pages use titles reflecting content being displayed. Links use text to convey purpose. Pages can be accessed via multiple paths including search, header navigation and curated category pages. Heading markup used for sections in content. Focus visible via link outline highlighting.  No: cannot hide piece of content that are on multiple pages for example market application or heatmap section on trends. schedule failed to navigate to reports, reports porter. the report page does not use headers, it's just a table. Focus ordering will go through footer before content. Location only determinable from page heading rather than menu highlighting and no use of breadcrumbs.

### Principle 3: Understandable

Guideline	Status	Comments
Guideline 3.1 Readable: Make text content readable and understandable.	Mostly compliant	Yes: Avoids use of complex language and standard language parsing tools are able to correctly identify the language. No: Foreign language content is not marked up as such and no mechanism given for defining words, abbreviations or specifying pronunciation is given.
Guideline 3.2 Predictable: Make Web pages appear and operate in predictable ways.	Fully compliant	Yes: HTML controls appropriately used according to W3C recommendations.
Guideline 3.3 Input Assistance: Help users avoid and correct mistakes.	Partially compliant	Yes: Authentication errors are highlighted, state the nature of the error and presented in the appropriate context. No: Some error messages default to "Contact Helpdesk" for example if old password is omitted during password change

### Principle 3: Robust

Guideline	Status	Comments
Guideline 4.1 Compatible: Maximize compatibility with current and future user agents, including assistive technologies.	Not complaint	No: No formal testing performed and results likely to vary to small degrees between assistive technologies.

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