



**VIDEOTRON**

# **Accessibility Plan**

Progress Report - June 2025

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# 1. Introduction

Videotron submitted its first three-year accessibility plan on June 1, 2023. This document describes the various initiatives in place and to come to prevent and eliminate the obstacles that its customers and employees may encounter when interacting with the company.

In accordance with the Accessible Canada Act (the Act), Videotron is now filing its second progress report, which details the progress of initiatives related to the seven key principles of the Act that have been implemented over the past twelve months<sup>1</sup>, and the implementation of its 2023-2026 Accessibility Plan.

Videotron continued to implement its accessibility plan to better meet the specific needs of people living with functional limitations. The company has also begun working on several other initiatives to which it has committed to facilitate access to its services and provide consumers with an optimal customer experience throughout their relationship with the company.

Its commitment to its employees has also been translated into actions that will help ensure an equitable, diverse, and inclusive workplace.

One of the company's main priorities remains to raise awareness of the reality of those with disabilities and the positive impact that every employee can have on this clientele's daily life.

Finally, the multi-sector committee continues to engage with the various organizations that contributed to the development of the company's three-year plan and keeps considering their feedback in the planning and delivery of its initiatives. We thank them very much for their cooperation.

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<sup>1</sup> Initiatives from previous reports with a 'Completed' status are not included in this document.

## 2. Priority Areas of Intervention

### 2.1. Employment

Videotron is committed to providing a workplace that fosters equity, diversity, and inclusion for all its employees. The initiatives described in this section are aimed at refining its human resources practices to continue to improve the representation of different minority groups within its workforce and enhance accessibility in the workplace.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Training of human resources personnel on issues related to diversity, turning them into ambassadors for managers and employees.	Human Resources business partners have been trained and are now qualified to facilitate the unconscious bias training. Deployment to the company's employees began with the management teams and is now underway for professionals. The roll out to customer facing employees is currently being planned.
Communication to employees about initiatives established to promote an inclusive workplace.	Our Diversity, Equity and Inclusion Recognition Events Calendar, a section of our DEI website accessible via the corporate intranet, is updated continuously. The site also hosts a wealth of useful diversity-related information, definitions, and resources, and regularly publishes "news" articles on its homepage.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
<p>Identification of the best strategies for hiring, onboarding, and integrating people with disabilities into the workplace.</p>	<p>Tools for managers and the Talent Acquisition team have been developed to better plan the welcoming of a person with a disability and promote their integration. These tools have been available since April 2025.</p> <p>A series of training capsules on ethical recruitment will be offered shortly to managers responsible for staffing.</p> <p>All job descriptions have been subject to content review to ensure inclusive writing and no discriminatory language.</p>
<p>Establishment of a partnership with an organization to promote the hiring of those living with a disability.</p>	<p>The company has continued to make contact and exchange with various organizations, but no new partnerships have been concluded since the last progress report.</p>

## 2.2. Built environment and acquisition of goods, services and facilities

Videotron is actively pursuing its efforts to ensure that all its facilities comply with the National Building Code of Canada, current design requirements, and standards for barrier-free design and accessibility for various functional limitations.

## 2.3. Information and Communication Technologies (ICT)

The company wants to provide customers living with functional limitations with even better information when they use its websites. It is therefore working to make its accessibility-related content "more accessible" for use, to highlight it and to promote it more effectively.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Publication on Videotron's websites of a list of points of sale that respect accessibility standards for certain types of disabilities.	The company is currently looking into the possibility of optimizing the text presented on its residential websites to display more accurately the types of limitations accommodated at the identified points of sale.

Videotron also wants to provide easier access to its customer contact centre advisors for customers with functional limitations.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Establishing dedicated phone lines and chat access.	<p>May 2025: Phase 1 - Implementation of a feature to improve chat contacts on its new technology platform deployed in February 2025.</p> <p>During a chat contact, we have added the option of indicating whether a person lives with a functional limitation before being put in touch with one of our advisors. Our resource will then be able to proactively</p>

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
	<p>adapt their service delivery accordingly to better meet needs.</p> <p>This first phase, preparatory to the implementation of the dedicated telephone access, will serve to improve access to our call centre advisors for people living with limitations. The experience and data collected following its deployment will be analyzed and used to identify best practices that will optimize and improve the documentation and training intended for them.</p>
Promoting the use of the video relay service.	As this service is already available, a recurring communications initiative aims to remind its call centre advisors of its existence and encourages them to promote it to the target clientele.
Highlighting access to the chat function on our Support pages.	Optimization of the presentation of contact information in the "Accessibility" section to simplify and facilitate access to our advisors by customers.

The company also wants to continue to maximise the quality of its contacts with customers living with functional limitations. It is therefore working to facilitate access to relevant operational documentation, enabling its front-line employees to optimize the management of their interactions.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Availability of plug-ins that facilitate control over or quick evaluation of our websites' accessibility.	<p>Several initiatives have been launched in recent months, including:</p> <ul style="list-style-type: none"> <li>• November 2024: Optimization of our websites navigation to make it more accessible.</li> <li>• March 2025: Use of AccessiBe by all front-end developers.</li> <li>• Ongoing: Use of a code validation tool by the developers of our new customer relationship management platform.</li> <li>• Font optimization project to make the content of our websites easier to read and more accessible.</li> </ul>



# 2.4. Communications Beyond ICT

Videotron offers several solutions to make everyday life easier for people living with functional limitations. To raise awareness of these solutions among its employees, Videotron has implemented a series of communication, training and documentation initiatives aimed at all its employees.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Creation of a page dedicated to accessibility, inclusion and diversity on the company's intranet.	<p>It was decided in June 2024 that the page devoted to accessibility at Videotron would be included on the Quebecor's DEI site.</p> <p>A working committee was set up in May 2024 to design, bring to life and maintain the site. The committee put the first version online in August 2024 and has been working to improve it ever since.</p> <p>The site, deployed in phases, was made available to the entire company in March 2025 via the corporate intranet. It hosts a wealth of useful diversity-related information, definitions, and resources, and regularly posts "news" articles on its homepage. It also includes a calendar of DEI recognition events that is updated on an ongoing basis.</p>

## 2.4.1. Communications With Customers

Since the introduction of sections dedicated to accessibility on its websites, the company aims to enhance and optimize accessibility-related content to better assist customers living with functional limitations, facilitate their decision-making and meet their support needs.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Planning customer communications to highlight the various initiatives in its Accessibility Plan.	<p>The team responsible for customer communications (digital and postal mailings) has completed the optimization of its templates to make them more accessible.</p> <p>In addition, the team has aligned with the DEI Committee to:</p> <ul style="list-style-type: none"><li>• Identify and prioritize content relevant to our customers.</li><li>• Ensure the harmonization of the content of its mailings with corporate communications.</li><li>• Include such content in the planning of their communications.</li></ul>

# 2.5. Design and Performance of Programs and Services

To ensure that people with disabilities who come into contact with the company's front-line staff benefit from a customer approach that is tailored to them, Videotron intends to continue raising awareness among all of its employees of the realities faced by these people in order to optimize their know-how and interpersonal skills in managing their interactions with these customers.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Creation of a communication strategy and awareness and training capsules.	<p>Three of the six training capsules for staff in the company's operational groups have been deployed:</p> <ul style="list-style-type: none"><li>• "No limits"</li><li>• "Put Yourself in My Shoes" - Physical Limitations</li><li>• "Put Yourself in My Shoes" - Hearing Impairment</li></ul> <p>These capsules aim to increase their level of awareness of the reality of people living with functional limitations, and ultimately to improve their interpersonal skills and the satisfaction of these clienteles.</p> <p>The next three capsules (Visual Impairment, Language Disorder and Cognitive Limitations) will be released in the coming months.</p>

To make some of the products and services offered to its customers easier to use for people living with limitations, Videotron is looking at adding elements to its service offering that will help simplify their daily lives.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Enhancement of the Tips & Tricks section of the Helix TV terminal (Help section of the Settings menu) with content specifically intended for people with disabilities.	Three new pieces of content have been added since June 2024 to better support users: <ul style="list-style-type: none"><li>• Making the guide easier to read.</li><li>• Pairing Bluetooth headphones.</li><li>• Lightening the background darkness level.</li></ul>
Evaluation of the feasibility to offer a simplified remote control for people with disabilities.	A new Helix voice remote with oversized keys was made available to our customers on request in October 2024. Videotron provided four of these remotes to the Institut Nazareth et Louis-Braille in November 2024 for demonstration purposes as well as handling tests during workshops with their members.

The first contact with the company is often via one of its websites. Videotron is working to upgrade its websites with respect to accessibility and will undertake all future developments of its platforms in compliance with web accessibility standards.

Initiative in the Accessibility Plan	Initiative started or completed since June 2024
Awareness and training initiatives targeting the digital team regarding WCAG web accessibility standards to ensure hosted content is compliant when the team creates or modifies its webpages.	The digital team is continuing its awareness-raising and training efforts by upgrading the knowledge of all new employees hired to work on the company's websites.

## 2.6. Transportation

Videotron does not offer transportation services. Therefore, the company has no specific accessibility objectives or initiatives related to transportation.

### 3. Consultations

Videotron participated in the October 2024 industry consultations, organized by the Canadian Telecommunications Association (CTA), during which several accessibility groups and service providers engaged in meaningful discussions focused on the following topic areas:

- Wireless accessibility offerings, promotions, and customer service;
- "Unfettered" access or use of specific services;
- Verification and Accessibility passport.

Videotron also participated in two of the "Virtual Roundtable Sessions for Seniors" held in February 2025, namely "Sales Process and Consumer Rights" and "Customer Service and Technical Support".

The CTA compiled and shared consultation notes with all participants, providing an overview of the discussions and ensuring a common understanding. These discussions are an essential part of the drafting and implementation of Videotron's initiatives.

The company continues to be "part of the conversation" with the various organizations that represent the interests and advocate the rights of people with disabilities. As mentioned in its three-year plan, the company continues to collaborate with the organizations that have invested in its approach, and to take their comments and suggestions into account when prioritizing the initiatives in its plan.

## 4. Feedback Process

The company also continues to consider feedback on its service delivery received through the feedback process in place. Since the submission of its progress report in June 2024, twenty (20) comments and suggestions have been received via the process in place, and all have been addressed or are already being considered in any of the initiatives included in its three-year plan.

Anyone wishing to send Videotron their comments and suggestions regarding its services is invited to do so at any time via one of the following three communication channels:

- **Online form (anonymous or not)**
  - Residential customers website:  
<https://videotron.com/en/accessibility/feedback?source=residentiel>
  - Business customers website:  
<https://videotron.com/en/accessibility/feedback?source=affaires>
- **Email:** [accessibilite.retroaction@videotron.com](mailto:accessibilite.retroaction@videotron.com)
- **Phone**
  - Residential customers: 1 877 512-0911
  - Business customers: 1 877 512-8590

## 5. Conclusion

The last twelve months have seen the implementation of several promising initiatives likely to improve the daily lives of its customers with disabilities. In the coming year, and with a view to submitting its second three-year plan in June 2026, the company will continue to focus on customer service and ensure that its methods evolve to provide an ever-better response to customers with accessibility needs. Awareness and training initiatives will also continue for all operational resources in contact with these clientele.