



## **Accessibility - Legal Compliance and Standards**

At Semaphore Marketing Ltd we are committed to serving all of our customers equally. Therefore we have undertaken the following actions to ensure equal access to our services from our website:

Standard fonts are used throughout the site for easy legibility. Wherever possible, we use live text instead of graphics to reduce the download time of pages and increase your control.

The majority of our pages are designed so that they are without horizontal scrollbars when they are viewed at a screen resolution of 955x600 pixels.

All images, where appropriate, have an alternative text attribute. This means that when an image is conveying important information its content is described with an alternative text. If an image is used for decorative purposes only, the text attribute for the image will be left blank.

Where individual features make use of functions that do not comply with the W3C Web Content Accessibility Guidelines we have made sure that there are alternative routes provided to the information.

A link to details of how to contact us for further information offline is provided from every page.

Where a process takes multiple steps to complete (for example, forms) an indication of where you are in the process and how far you have to go is provided.

Style of navigation remains consistent through the websites.

We have attempted to comply specifically with:

Priority 1 guidelines of the W3C Web Content Accessibility Guidelines and, where possible, Priority 2 guidelines. The elements covered by the Priority 3 guidelines are not, in most cases used by our sites, however as the sites develops such functions we will aim for compliance at this level. We are committed to a process of on-going improvement and are working to ensure all older content is made compliant with the provisions of the DDA and that all new content is developed under the guidelines outlined above.

**Access Keys** - Access Keys are keyboard shortcuts to common pages on a website. This website does not use Access Keys because evidence suggests that they interfere with the keyboard controls of many browsers and screen readers.

**Scripting** - Some parts of the website utilises JavaScript for certain functions, therefore this site is best used with JavaScript turned on.

**Hyperlinks** - All text hyperlinks are written out so that they make sense when read out of context. In other words, the site will not use phrases such as "click here" as hyperlinks.

Instead, all text that is hyperlinked will be as meaningful as possible. **PDF** - Some of our longer documents are stored in "PDF" format, which requires the Adobe Acrobat Reader. You can download the reader for free from <http://www.adobe.com/products/acrobat/readstep.html> These documents are best viewed using Adobe 5.