



# ACCESSIBILITY PLAN

Progress Report 2025



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# 1. Introduction

Freedom Mobile, a wholly owned subsidiary of Vidéotron, submitted their first three-year Accessibility Plan (2023-2026) on June 30, 2023, detailing their commitments to supporting the prevention and elimination of obstacles for customers and employees with accessibility needs. As per the Accessible Canada Act, businesses are required to submit annual progress reports detailing the completed, in-progress, and future initiatives relating to the seven key principles of the Accessible Canada Act throughout the prior twelve months. Freedom Mobile's first progress report was published on June 1, 2024. This document, published on June 1, 2025, serves as the second progress report.

Freedom Mobile continues to implement their 2023-2026 Accessibility Plan, focusing on improvements to meet the accessibility needs of customers and employees. The company has also begun working on several other initiatives in which it has committed to facilitate access to services offered while also providing consumers with an optimal customer experience.

Additionally, Freedom Mobile's commitment to their employees has been translated into actions that will help ensure an equitable, diverse, and inclusive workplace.

One of Freedom Mobile's main priorities is to continue creating awareness of the lived experiences of those with accessibility needs and the positive impact Freedom Mobile can have on these individuals.

Lastly, the multi-sector committee continues to engage with the various organizations that contribute to the development of Freedom Mobile's three-year plan. The feedback provided during these engagements is essential to the planning and delivery of the initiatives throughout the remainder of the plan. 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

Freedom Mobile will continue providing a workplace that fosters equity, diversity and inclusion for all employees. The initiatives described in this section are aimed at refining Human Resource practices to improve the representation of different minority groups within the organization and enhance accessibility in the workplace.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Training human resources personnel on issues related to diversity, turning them into ambassadors for managers and employees.	<p>Human Resources business partners have been trained and are now qualified to facilitate Unconscious Bias training.</p> <p>The deployment of this training has been initiated in a phased rollout to the management teams, professionals and customer-facing employees. All training for the management teams has been completed, training for professionals is underway, and training for customer-facing employees is being planned.</p>
Identification of the best strategies for hiring, welcoming, and integrating people with disabilities into the workplace.	<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 into the organization. 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>

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
<p>Communication to employees about initiatives established to promote an inclusive workplace.</p>	<p>Freedom Mobile regularly publishes news on their intranet related to their Recognition Events Calendar, raising awareness among employees. These timely communications highlight upcoming diversity initiatives, provide educational content, and encourage participation in their inclusion efforts. Through these updates, Freedom Mobile aims to keep their organization informed and engaged of their ongoing commitment to creating a diverse and welcoming workplace for all.</p>
<p>Creation and internal communication of a policy guaranteeing a workplace that promotes diversity, equity, and inclusion.</p>	<p>Freedom Mobile has introduced a policy that promotes workplace diversity, equity, and inclusion (DEI). This policy is prominently featured on the company's intranet, which includes a dedicated DEI section. The DEI section also encompasses accessibility resources, ensuring that all employees are well-informed of Freedom Mobile's commitment to foster an inclusive and supportive work environment.</p>

## 2.2. The Built Environment and the Acquisition of Goods, Services, and Facilities

As of June 1, 2024, all of Freedom Mobile’s accessibility initiatives relating to the built environment, as well as the acquisition of goods, services, and facilities, identified in the 2024 report have been completed. Freedom Mobile continues to ensure that all their facilities comply with barrier-free design standards and the National Building Code of Canada, with ongoing efforts to maintain and enhance accessibility.

## 2.3. Information and Communication Technologies (ICT)

Freedom Mobile will help customers living with functional limitations by ensuring that they have access to crucial information on their website. In doing so, the company’s content is “more accessible” to the customer and highlights information and support that they may require.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Revision and optimization of the accessibility sections of our website, specifically regarding to their structure, content, visuals, and navigation.	Freedom Mobile is exploring opportunities to reconfigure the accessibility support page on their website. The goal of this initiative is to enhance the user experience by including key information in a more digestible format and identifying additional improvements to support clearer, more intuitive navigation throughout the webpage.
Continue to include audio description or text transcription in any future support videos.	Freedom Mobile continues to include audio description and text transcription features in employee training programs and on their website. Whenever a video is published, the company ensures that a text description is available to enhance accessibility.

Freedom Mobile continues to enhance the available support and resources provided by their Customer Contact Centre Advisors for customers with functional limitations.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
<p>Establishing dedicated phone lines and chat access.</p>	<p>The deployment of this initiative will be completed in a phased rollout.</p> <p>In February 2025, Freedom Mobile launched “Phase 1” of their new technology platform, which enables customers to connect with Wireless Care agents through chat and phone while meeting current accessibility standards.</p> <p>“Phase 2” is currently in progress and focuses on learnings from these interactions to identify training needs and technology requirements. This analysis will help inform future enhancements aimed at adapting our support to better meet the needs of people living with accessibility challenges. The insights gathered will guide the development of distinct chat and phone lines tailored to those requirements.</p>
<p>Promoting the use of the video relay service.</p>	<p>Freedom Mobile continues to promote and provide details to consumers and internal employees about the availability of VRS services through their website. Additional details have been included internally on the company’s intranet, which is accessible to all employees.</p>
<p>Highlighting access to the chat function on the company’s Support pages.</p>	<p>Enhancements have been made to Freedom Mobile’s chat feature on their website, including the availability of chat within the Support webpage. Chat agents continue to be available to support in ensuring that inquiries are routed to the applicable resources/teams, providing efficient and effective support for our customers.</p>

Freedom Mobile values the quality of interactions with customers living with functional limitations and is working to facilitate access to relevant operational documentation.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Creation of a section dedicated to accessibility on Freedom Mobile's internal systems and resources, first focusing on the company's services for people with disabilities and their advantages, and second, covering related internal processes and procedures.	All resources and support documents relating to accessibility have been published on Freedom Mobile's intranet. This page includes internal processes and procedures, ensuring that employees have a dedicated place to easily access this information.



## 2.4. Communications Beyond ICT

Freedom Mobile offers several solutions to make everyday life easier for people with functional limitations. However, awareness can always be enhanced about what tools and services can be used to meet these needs. Freedom Mobile intends to achieve this goal through a series of internal communication, training, and documenting initiatives.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Creation of a guide with accessibility terminology and best practices in communication.	The introduction of the accessibility webpage on Freedom Mobile's intranet includes a guide with accessibility terminology and best practices for employees.
Creation of a page dedicated to accessibility on the company's Intranet.	Freedom Mobile has published an accessibility webpage for employees within the organization. This webpage includes all resources and support documents relating to accessibility, such as internal processes and procedures, ensuring that employees have a dedicated place to easily access this information.
Creation of a continuing education program on accessibility and inclusion aimed at all employees.	<p>Freedom Mobile is in the process of developing an education program on accessibility and inclusion for all employees. This initiative is planned to be completed within the next year.</p> <p>As a part of this program, the company is planning to update their onboarding training for all frontline employees, including the Retail and Customer Care divisions. The goal is to ensure that employees are equipped to support and provide optimal customer interactions and experiences.</p>
Identification of the best relationship and communication practices to adopt in our operations, and their documentation.	<p>The introduction of the accessibility webpage on Freedom Mobile's intranet and the future enhancements to their education programs provide the best communication practices to inform and support their frontline employees.</p> <p>These resources include comprehensive information on DEI and accessibility, while providing guidance and best practices on supporting customers with accessibility needs.</p>

## 2.4.1. Communications with Customers

Through the accessibility webpage on Freedom Mobile’s website, the company aims to improve and optimize accessibility-related content to better assist customers living with functional limitations, help facilitate their decision-making and meet their support needs.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Optimize and redesign the existing accessibility page to enhance customer experience.	Freedom Mobile is focused on optimizing the webpage structure, content, and visuals. This involves restructuring content by grouping related topics and ensuring that the overall design supports easy navigation and accessibility. These enhancements will make the webpage more visually appealing and user-friendly, enhancing the overall customer experience.
Planning customer communications to highlight the various initiatives in our Accessibility Plan.	<p>To ensure all customer communications are inclusive and accessible, Freedom Mobile continues to focus on continuous optimization efforts. These efforts include enhancing clarity, usability, and accessibility across the organization.</p> <p><b>Key Accessibility Practices:</b></p> <ul style="list-style-type: none"><li>• <b>Use of Clear and Concise Language</b> Simplify messaging to ensure it is easily understood by all audiences.</li><li>• <b>Structured Content Layout</b> Organize information using headings, bullet points, and numbered lists for better readability and screen reader compatibility.</li><li>• <b>Descriptive Alt Text for Images</b> Provide meaningful alternative text for all visual content to support users with visual impairments.</li><li>• <b>High Colour Contrast</b> Ensure sufficient contrast between text and background to improve legibility for users with low vision or colour blindness.</li><li>• <b>Accessible Font Choices</b> Use clean, legible fonts at appropriate sizes to support readability across devices and user needs.</li><li>• <b>Descriptive and Informative Links</b> Replace vague link text like “click here” with specific descriptions that convey the link’s purpose.</li></ul>

## 2.5. Design and Performance of Programs and Services

Freedom Mobile continues to prioritize the education of its employees, creating awareness of the lived experiences of those with accessibility needs, including details regarding offers, processes, and resources available to support these customers.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
Development of training for frontline employees, who will become specialized agents for interactions with people living with disabilities, including dedicated phone lines, live chat, retail operations, and visits from technicians.	<p>Freedom Mobile is in the process of re-launching their accessibility training for frontline employees. Currently, all Retail staff have access to content on accessibility and diversity. This content is available in accessible formats to ensure inclusivity. Supporting resources are housed on the accessibility webpage within the company's intranet. These resources feature content on DEI and accessibility. Additionally, Freedom Mobile has implemented accessible chat support and is reviewing the available support line.</p> <p>The initiatives above are part of Freedom Mobile's broader commitment to equip frontline employees with the tools and knowledge required to support all customer interactions.</p>

Freedom Mobile is looking to add elements to its service offerings to facilitate the use of products and services offered to customers living with limitations.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2024
<p>Re-evaluation of the current service offering for people with disabilities, with a proposal for enhancement if necessary.</p>	<p>In their current commercial offerings, Freedom Mobile provides a variety of mobile plans catering to different levels of data usage and price needs.</p> <p>The Freedom Mobile nationwide text plan is also available to those who do not use the voice feature. Freedom Mobile continues to assess their offerings as consumer needs evolve.</p>
<p>Creation of an annual communication strategy and sensitivity training modules.</p>	<p>Communication strategy and sensitivity training modules are delivered throughout the year. This content is housed on Freedom Mobile's intranet and provides employees with ongoing access to resources that support inclusive communication and awareness when interacting with individuals living with disabilities.</p>
<p>Enhancement of initial training with the addition of content on accessibility for frontline employees.</p>	<p>Freedom Mobile is developing an education program on accessibility and inclusion for all employees. This initiative is planned to be completed within the next year.</p> <p>As a part of this program, Freedom Mobile is planning to update their onboarding training for all frontline employees, including the Retail and Wireless Care divisions. The company's goal is to ensure that employees are equipped to support and provide optimal customer interactions and experiences.</p>
<p>Continuation of the discount on Mobile plans for people with disabilities.</p>	<p>Freedom Mobile continues to provide a variety of mobile plans that cater to different levels of data usage and price needs.</p> <p>Additionally, a monthly credit is available for visually impaired customers, covering the cost of up to three directory assistance calls.</p>

Freedom Mobile is working to enhance accessibility features on its website. All future enhancements will be reviewed for compliance with web accessibility standards.

Initiatives in the Accessibility Plan	Initiatives 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 the company's webpages.	Freedom Mobile continues to use a Web Accessibility Extension to ensure that WCAG standards are met. This helps the company maintain high accessibility for all hosted content.

## 2.6. Transportation

Freedom Mobile does not offer transportation services. Therefore, Freedom Mobile has no specific accessibility objectives or initiatives related to transportation.

### 3. Consultations

Freedom Mobile was a participant 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, promotion, and customer service.
- “Unfettered” access or use of specific services.
- Verification and Accessibility passport.

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 Freedom Mobile’s initiatives.

Videotron, Freedom Mobile’s parent company, 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”. Although not directly related, many of the same challenges were discussed.

Freedom Mobile 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 their three-year plan, Freedom Mobile continues to collaborate with the organizations that have invested in their approach and take comments and suggestions into account when prioritizing the initiatives within their plan.

## 4. Feedback Process

Freedom Mobile also continues to review customer feedback regarding its services. The process to collect feedback continues to be used. Since the submission of their three-year plan, two (2) comments and suggestions pertaining to accessibility have been received via the existing process, all of which have been useful in informing our initiatives.

Anyone wishing to send us their comments and suggestions regarding Freedom Mobile's services is invited to do so at any time via one of the following three communication channels:

- **Online form (anonymous or not)**

— <https://www.freedommobile.ca/en-CA/accessibility/feedback-form>

- **Email:** [accessibility.feedback@freedommobile.ca](mailto:accessibility.feedback@freedommobile.ca)

- **Phone:** 1 844 203-7171

## 5. Conclusion

Over the last twelve months, Freedom Mobile has continued to focus on improving accessibility for customers and employees. By completing several initiatives on the 2023-2026 Accessibility Plan and identifying initiatives to be completed within the next year, Freedom Mobile is committed to facilitating access to services offered while also providing an optimal customer experience.

By June 2026, Freedom Mobile will have prepared their second three-year plan with a continued focus on raising awareness of the lived experiences of those with accessibility needs and the steps Freedom Mobile can take to foster a barrier-free environment for their customers and employees alike.