

Accessibility Policy – Customer Service Standard



1. Overview

Corus Entertainment (“Corus”) is committed to conducting business and providing services in the communities where we operate in a manner that respects the dignity and independence of all employees and customers, including those with varying abilities.

This policy outlines the practices and procedures adopted by Corus to ensure that we are fully accessible to persons with disabilities.

If this policy conflicts with a provision of any other law or regulation, the provision that provides the highest level of accessibility for persons with disabilities with respect to goods, services, facilities, employment, accommodation, buildings, structures or premises shall prevail.

This policy is available in alternative formats upon request.

2. Application

This policy applies to all Corus employees and is intended to address our obligations under the *Accessibility for Ontarians with Disabilities Act, 2005* (“AODA”) and other legislated requirements regarding persons with disabilities.

Corus will strive to ensure that any third parties who act on our behalf and interact with the public or third parties in the provision of services will comply with the requirements of AODA. Third parties are responsible for ensuring that all contractors and sub-contractors they retain comply with this policy and their own requirements under AODA.

3. Definition of Disability

DISABILITY is defined in AODA. It includes both visible and non-visible disabilities. A disability is:

- Any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness, including but not limited to diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical co-ordination, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, or physical reliance on a guide dog or other animal or on a wheelchair or other remedial appliance or device;
- A condition or mental impairment or a developmental disability;
- A learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language;
- A mental disorder;
- An injury or disability for which benefits were claimed or received under the insurance plan established under the *Workplace Safety and Insurance Act, 1997*;
- A disability may be either permanent or temporary.

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4. Assistive Devices

Assistive devices are specialized tools or mechanisms used by or provided to persons with disabilities in order to allow for their full participation in society. Without limiting the foregoing, assistive devices may include mobility devices (e.g. wheelchairs, walkers, canes, crutches, etc.), elevators, automatic doors, hearing aids, oxygen tanks, teletypewriters and speech generating devices.

We will ensure that our staff members are trained and familiar with various assistive devices that may be used by customers with disabilities while accessing our services.

Upon request, we will provide documents in alternative formats that take into account a person's disability. If it is not feasible to convert the requested information into a particular format, we will do our best to accommodate an individual's needs in a manner that would make such information accessible.

5. Communication

We will communicate with people with disabilities in a respectful manner that takes their disability into account.

All Corus employees are expected to deliver high quality customer service to internal and external customers, which includes communicating with clarity, courtesy and patience. All communications should be directed to the disabled person unless they have requested that a support person communicate on their behalf.

We encourage front-line employees to come up with customized solutions when trying to assist people with disabilities. This begins by asking the customer how we can best communicate with them. Some customized approaches may include offering to guide a visitor to an appropriate waiting area, relaying a special request to Human Resources or the appropriate department or another example that ensures a positive customer service experience.

6. Service Animals and Support Persons

Corus strives to ensure that all premises that we own or in which we operate, are accessible and welcoming to persons with disabilities who are accompanied by a service animal or a support person.

As defined in the *Accessibility Standard for Customer Service ("ASCS")*, "an animal is a service animal for a person with a disability if it is readily apparent that the animal is used by the person for reasons relating to his or her disability; or if the person provides a letter from a physician or nurse confirming that the person requires the animal for reasons relating to the disability."

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A support person does not have to be a paid support worker. He or she can be a family member or a friend. Support persons help someone with a disability perform daily tasks.

7. Notice of Temporary Disruption

Any disruption to our services or facilities for customers, including those with varying abilities, will result in prompt notification.

Notices will be communicated in accessible formats in public entrances where customers access our services with information regarding the reason for disruption, its anticipated length of time, and a description of alternative facilities and services, if available.

Depending on the nature of disruptions, notices will also be provided using other accessible communication channels.

8. Accessibility Training for Staff

Corus will provide training to all of our employees who interact with the public or third parties in the provision of our services and to persons who participate in developing these policies, practices and procedures. New employees will participate in training as part of their orientation. Training will be provided on an ongoing basis in connection with any material changes to this policy or our practices and procedures related to the provision of services to persons with disabilities.

Training will include:

- An overview of AODA, the requirements of the ASCS, and the contents of this policy
- Methods of interaction and communication with persons who have various types of disabilities
- Methods of interaction with persons with disabilities who use assistive devices or require the assistance of service animals or support persons
- Instruction on the use of equipment or devices available on our premises or provided by us that may help with the provision of services to a person with a disability
- Procedures to undertake when a person with a particular type of disability is having difficulty accessing our services

9. Accessible Emergency Procedures

Corus will ensure that any emergency procedures, plans, or public safety information that we make available to the public will be provided in an accessible format, upon request, as soon as is practicable following the request.

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Corus employees requiring assistance to safely exit the building in the event of an evacuation or emergency situation should complete the *Workplace Emergency Response Information Form* which

is available on Corus Central. An individualized workplace emergency response plan will then be created and all related information will be kept confidential and only shared with authorized personnel or a person designated by Corus to provide assistance to the person making the request, with that person's consent.

10. Accommodation Requests

Any individual who requires special assistive technology, adaptive equipment or accommodation of another nature due to a temporary or permanent disability is invited to contact the Corus Accessibility Compliance Officer indicated in section 11 of this policy and we will do our best to assist you.



11. Feedback Process & Questions about this Policy

Corus is committed to providing excellent customer service and welcomes customer input (which may include comments, questions and/or complaints) to improve the accessibility of our services.

This feedback may be submitted in person, by telephone, in writing or by delivering an electronic text by email, on diskette or otherwise. Please include your name, telephone number and any alternate contact information in your correspondence.

Customers who wish to provide feedback regarding the manner in which Corus provides services to persons with disabilities may contact the **Corus Accessibility Compliance Officer** in Human Resources:

By telephone: 416-479-6076 or 1-866-537-2397, ext. 6076

By e-mail: accessibility@corusent.com

On our website: Please visit the *Accessibility at Corus* link on www.corusent.com

By regular mail: **Attention: Corus Accessibility Compliance Officer – Human Resources**
Corus Entertainment
Corus Quay
25 Dockside Drive
Toronto, ON M5A 0B5

In person: Please visit the Corus reception desk

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If a Corus employee is provided with feedback concerning an accessibility issue, that employee will pass that information on to his or her manager and/or Corus's Accessibility Compliance Officer.

Where possible, immediate action will be taken to address any concerns or complaints. Otherwise, upon request, individuals can expect to receive a response as soon as is practicable.

12. Modifications to this policy or any policy that impacts accessibility

Corus is committed to ensuring that all customer service policies and processes respect and promote the dignity and independence of all customers, including those with varying abilities. This policy will be reviewed on an ongoing basis to ensure that our commitment to accessibility is met and modifications to the policy and related practices may result.