



Accessible Customer Service Plan

Providing Goods and Services to People with Disabilities

Apple Canada Inc. is committed to excellence in serving all customers including people with disabilities. At Apple we aim to build honest, respectful, and individual relationships with our customers. All customers must receive the same high level of customer service. This is not only common courtesy and good customer service it is also the law.

Assistive Devices

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

Communication

We will communicate with people with disabilities in ways that take into account their disability.

Service Animals

We welcome people with disabilities and their service animals. Service animals are allowed on Apple premises.

Support Persons

A person with a disability who is accompanied by a support person will be allowed to have that person accompany them on our premises. Fees will not be charged for support persons.

Notice of Temporary Disruption

In the event of a planned or unexpected disruption to services or facilities for customers with disabilities Apple Canada Inc. will notify customers promptly either by posting the notice at a conspicuous place on the premises, posting it on Apple Canada's website, or by other method that is reasonable in the circumstances. This notice will include information about the reason for the disruption, its anticipated length of time, and a description of alternative facilities or services, if available.

Training for Staff

Training will be provided to employees who deal with the public or other third parties who act on behalf of Apple Canada, and individuals involved in the development and approval of customer service policies, practices and procedures. Training will be provided upon the Apple employee's hire with periodic updates on an ongoing basis.

As reflected in *Regulation 429/07*, training will cover the following:

- The purpose of the *Accessibility for Ontarians with Disabilities Act, 2005*.
- The requirements of *Regulation 429/07*.
- Instructions on how to interact and communicate with people with various types of disabilities.
- Instructions on how to interact with people with disabilities who:
 - use assistive devices;
 - require the assistance of a guide dog or other service animal; or

- require the use of a support person
- Instructions on how to use equipment or devices that are available on Apple Canada premises or that Apple Canada provides to assist people with disabilities.
- Instructions on what to do if a person with disabilities is having difficulty accessing Apple Canada goods or services.
- Apple Canada policies, procedures and practices pertaining to providing accessible customer service to people with disabilities.

Record of Training

Apple Canada will keep a record of training that was provided.

Feedback Process

Customers who wish to provide feedback may do so by emailing accessibility@apple.com. Customers may additionally provide their feedback to any Apple Canada employee, or by contacting Sarah Bilewicz, Regional Assistant, at 120 Bremner Blvd, Suite 1600, Toronto, Ontario, M5J 0A8, 905-425-0146.

Customers can expect to hear back within 5 business days. Any complaints will be addressed according to Apple's regular complaint management procedures.