



# Accessibility Policy

PIN Communications is committed to ensuring that its voting platform is accessible to the widest possible audience, including disabled users.

## Policy intention

The long-term goal and intention of this policy is to state clear accessibility principles that PIN Communications voting platform follows. The PIN Communications voting site complies with the AA standard of the W3C recommended version of the Web Content Accessibility Guidelines (WCAG). PIN Communications will make reasonable adjustments to the site where technically appropriate to ensure specific individual needs that cannot be addressed by mainstreamed adjustments are met.

## Policy dimensions

For the purpose of this policy, the term “voting platform” includes:

- Web applications under the control of the PIN Communications using the ballot.ukevote.uk domain

## Policy principles

PIN Communications will adhere to the following principles in relation to its websites:

- The voting platform shall provide appropriate channels of communication for feedback
- The voting platform shall meet PIN Communication’s responsibilities under the Equality Act (2010) and The Equality Act 2010 (Specific Duties) (Scotland) Regulations 2012.
- The voting platform shall meet level AA of the of the W3C recommended version of the Web Content Accessibility Guidelines.

## Changes to this policy

This policy will be reviewed regularly to ensure that it continues to meet the needs of our user community.

## Policy updates

This policy was last reviewed and updated in May 2026