



ACCESSIBILITY

Hallmark is committed to working towards full compliance with current standards under the Accessibility for Ontarians with Disabilities Act (AODA); Accessibility for Manitobans Act; and any expected and upcoming provincial-specific legislation as they are introduced. In doing so, we affirm our commitment to providing quality services in a manner that respects the dignity and independence of persons with disabilities.

Statement of Commitment

Hallmark strives to provide an accessible environment for its employees and members of the public. We believe in inclusion and equal opportunity. Hallmark is committed to developing, implementing, and maintaining policies aimed at meeting the accessibility needs of persons with disabilities in a timely manner and will do so by preventing and removing barriers to accessibility and meeting accessibility requirements.

Scope

This Policy is intended to provide the overarching framework to guide the review and development of other Hallmark Canada policies, standards, procedures, and guidelines to meet provincial ⁽¹⁾ accessibility requirements and obligations under Human Rights legislation respecting non-discrimination.

This Policy applies to employees, volunteers, and to any individual or organization who engage with the public on our behalf.

The Company is committed to excellence in serving the general public including people with disabilities and we will carry out our functions and responsibilities in the following areas:

GENERAL ACCESSIBILITY STANDARDS

Establishment of Accessibility Plan:

To address the commitments under the Accessibility for Ontarians with Disabilities Act, Hallmark created a Multi-Year Accessibility Plan which is subject to review and update at least once every five years. The Plan is available on the Company website and the intranet and can be made available in an accessible format with communication supports, upon request.

Training:

All employees, volunteers, persons who participate in developing the organization's policies, as well as third parties who engage with the public on our behalf, will receive accessibility training including aspects of the Human Rights Code that relate to persons with disabilities.

Hallmark will ensure training is provided to all persons to whom the Policy applies as soon as practicable after the person is hired or otherwise retained. Ongoing training will also occur as changes are made to the Policy.



Hallmark will maintain records of the training provided including the dates on which the training was provided and the number of individuals to whom it was provided.

INFORMATION AND COMMUNICATION STANDARDS

Feedback:

Hallmark ensures that its processes for receiving and responding to feedback are accessible to persons with disabilities by providing or arranging for the provision of Accessible Formats and Communications Supports, upon request. Hallmark notifies the public of the availability of Accessible Formats and Communications Supports for feedback purposes.

Accessible Formats and Communication Supports:

Hallmark Canada will, upon request, and in consultation with the person making the request, provide or make arrangements to provide accessible formats and communication supports for persons with disabilities. Accessible formats and communication supports will be provided in a timely manner, and at no greater cost than that charged, if any, to other persons, taking into account the person's accessibility needs.

Accessible Websites and Web Content:

Internet websites and web content controlled directly by Hallmark Canada or through a contractual relationship that allows for modification of the product will conform to the World Wide Web Consortium Web Content Accessibility Guidelines (WCAG) 2.0, at Level A and AA. The Hallmark Canada website is www.hallmark.ca.

EMPLOYMENT STANDARDS

Recruitment/Selection/Assessment:

Hallmark notifies the public and employees of the availability of accommodation during the recruitment process. Hallmark further notifies all job applicants who are individually selected to participate in an assessment or selection process that accommodation is available upon request in relation to the assessment or selection process if the applicant requires accommodation due to a disability. If an applicant requests accommodation, Hallmark will consult with the applicant and provide or arrange for the provision of a suitable accommodation in a manner that takes into account the applicant's accessibility needs.

Notice to successful applicants:

When making offers of employment, Hallmark notifies the successful applicant of its policies on accommodating team members with disabilities.

Informing Employees of Supports:

Hallmark informs its employees of its policies on supporting team members with disabilities, including, but not limited to, policies on the provision of job



accommodations that take into account a team member's accessibility needs due to disability. This information is provided to new employees as soon as practicable after commencing employment. Hallmark provides employees with updated information whenever there is a material change to its policies on the provision of job accommodations for team members with disabilities.

Accessible Formats and Communication Supports for Team Members:

Upon the request of an employee with a disability, Hallmark provides or arranges for the provision of Accessible Formats and Communication Supports in order to ensure that (i) information required by the employee to perform his/her job; and (ii) information generally available to employees in the workplace, is accessible to the employee with a disability. Hallmark will consult with the employee making such a request to determine the suitability of any Accessible Format or Communication Support. However, Hallmark reserves the right to determine the Accessible Format or Communication Support that will be provided.

Workplace Emergency Response Information:

If an employee's disability is such that workplace emergency response information is necessary and the Company is aware of the need for accommodation, individualized information will be provided to the employee. In addition, this information will be provided, with the employee's consent, to the person designated to provide assistance. The information will undergo review when the employee moves to a different location, when the employee's overall accommodation needs, or plans are reviewed and when the Company reviews its general emergency response plan.

Documented Individual Accommodation Plans:

The Company has a written process for the development and maintenance of documented individual accommodation plans for employees with disabilities. If requested, these plans will include information regarding accessible formats and communication supports. If requested, the plans will include individualized workplace emergency response information.

Return-to-Work Process:

The Company has a documented Return-to-Work Process for employees returning to work due to disability and requiring disability-related accommodations. This process outlines the steps that the Company will take to facilitate the return to work.

Performance Management, Career Development and Redeployment:

The Company will take into account the accessibility needs of its employees with disabilities (as well as any individual accommodation plans) when providing career development and performance management, and when considering redeployment.



DESIGN OF PUBLIC SPACES STANDARDS

Hallmark is not currently responsible for redeveloping or constructing any of the public spaces covered by the Design of Public Spaces Standards. However, should Hallmark have such responsibility under applicable legislation in the future it will ensure compliance with the requirements.

CUSTOMER SERVICE

Communication:

Hallmark strives to communicate with a person with a disability in a manner that takes into account the individual's disability. We will work with the person with disabilities to determine what method of communication works for them. This may include writing things down, reading things out loud, taking extra time to explain, or rephrase something using plain language.

Assistive Devices:

People with disabilities may use their personal assistive devices when accessing our goods, services, or facilities.

In cases where the assistive device presents a significant and unavoidable health or safety concern or may not be permitted for other reasons, other measures will be used to ensure the person with a disability can access our goods, services, or facilities.

Service Animals:

Hallmark Canada will ensure that a customer with a disability who is accompanied by a guide dog, service animal, or service dog will be permitted access to the Company's retail premises that are open to the public, unless the presence of the animal is otherwise excluded by law. "No Pet" policies do not apply to guide dogs, service animals, and/or service dogs.

Support Persons:

We are committed to welcoming people with disabilities who are accompanied by a support person. Any person with a disability who is accompanied by a support person will be allowed to enter the Company's premises with his or her support person. At no time will a person with a disability who is accompanied by a support person be prevented from having access to his or her support person while on our premises.

In situations where third-party confidential information might be discussed, consent must be obtained from the third party, prior to any discussion or other disclosure of their confidential information taking place in the presence of the support person.

Notice of Temporary Disruption:

Whenever possible, the Company will provide the general public with notice in the event of a planned or unexpected disruption in the facilities or services usually used by people with disabilities. This notice will include information about the reason for the



disruption, its anticipated duration, and a description of alternative facilities or services, if available.

The notice will be placed at all public entrances and if possible, on our website.

Feedback:

Hallmark Canada welcomes feedback on how our services are delivered to people with disabilities. Feedback can be submitted to Jan Perry, Accessibility Officer (call 905-752-7118 or email jan.perry@hallmark.com). As appropriate, feedback will be forwarded to the relevant personnel, responded to, documented, and tracked. This documentation will be available upon request.

Feedback will be accepted in accessible formats and with other communication supports as required by applicable legislation. The Company will comply with its statutory obligations to ensure that all other customer feedback processes are accessible to persons with disabilities by providing or arranging for accessible formats and communications supports, upon request.

Documentation:

Documentation that describes this Policy and each of its requirements is maintained on the Company website and provided to individuals, upon request, and in the appropriate format and/or with communication support in accordance with applicable legislation.

For more information about the Policy or Hallmark's Accessibility Plan please contact:

Jan Perry, Hallmark Canada Accessibility Officer

Phone: 905-752-7118

Mail: P.O. Box 1390, Stouffville PO Main, ON L4A 8A3

Email: jan.perry@hallmark.com

⁽¹⁾ Hallmark Canada is a private sector organization under the Accessibility for Ontarians with Disabilities Act, 2005 and the Accessibility for Manitobans Act, 2013 and is committed to meeting accessibility needs in accordance with its obligations under those statutes