
Accessibility Conformance Report (ACR)

WCAG Edition (Based on VPAT® Version 2.5Rev)

Name of Product: Ally Website - <https://ally.co/>

Evaluation Date: February 12th, 2026

Report Date: February 25, 2026

Product Description

Ally® is a full-service accessibility compliance company that helps organizations evaluate, improve, and maintain accessibility across their digital properties. We deliver start-to-certification accessibility compliance—audits, fixes, and monitoring, all backed by legal support.

Contact Information

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About This Report

This Accessibility Conformance Report (ACR) describes how the Ally website aligns with the Web Content Accessibility Guidelines (WCAG) 2.2 Level AA.

The evaluation included both automated and manual accessibility testing conducted by accessibility specialists. Testing included the use of assistive technologies such as screen readers, keyboard-only navigation, color contrast verification, and evaluation against applicable WCAG success criteria.

The results documented in this report represent a point-in-time evaluation of the Ally website. Accessibility may change as the website evolves, new content is added, or third-party components are updated.

Notes

This ACR is based on the pages evaluated in the Phase 1 release of the website and does not cover all the other available pages on the website currently.

Some accessibility limitations documented in this report originate from third-party components that are outside the direct control of Ally.

Scope of Audit:

1. Homepage - <https://ally.co/>
2. About Page - <https://ally.co/about>
3. Service page - <https://ally.co/services>
4. Process page - <https://ally.co/process>
5. Schedule a Call page - <https://ally.co/schedule-a-call>
6. Contact page - <https://ally.co/contact>
7. Accessibility Statement - <https://ally.co/accessibility-statement>
8. Privacy Policy - <https://ally.co/privacy-policy>
9. Terms of use - <https://ally.co/terms-of-use>

Evaluation Methods Used

Accessibility testing was conducted as per WCAG 2.2 AA guidelines.

The evaluation was performed using below tools/ tests:

1. Screen readers:
 - a. VoiceOver on Mac/Chrome
 - b. NVDA on Win11/ Chrome
 - c. TalkBack on Android/ Chrome
2. WAVE automated tool
3. Axe DevTools
4. Ally Internal Scanner
5. Colour contrast testing using Colour Contrast Analyser
6. Browser zoom
7. Keyboard-only
8. Text-spacing testing using bookmarklets (Steve faulkner text-spacing bookmarklet)

Applicable Standards/Guidelines

This report covers the degree of conformance for the following accessibility standards/guidelines:

Standard/Guideline	Included In Report
Web Content Accessibility Guidelines 2.2	Level A (Yes) Level AA (Yes) Level AAA (No)

Terms

The terms used in the Conformance Level information are defined as follows:

- **Supports:** The functionality of the product has at least one method that meets the criterion without known defects or meets with equivalent facilitation.
- **Partially Supports:** Some functionality of the product does not meet the criterion.
- **Does Not Support:** The majority of product functionality does not meet the criterion.
- **Not Applicable:** The criterion is not relevant to the product.
- **Not Evaluated:** The product has not been evaluated against the criterion. This can only be used in WCAG Level AAA criteria.

WCAG 2.x Report

Note: When reporting on conformance with the WCAG 2.x Success Criteria, they are scoped for full pages, complete processes, and accessibility-supported ways of using technology as documented in [the WCAG 2.0 Conformance Requirements](#).

Table 1: Success Criteria, Level A

Criteria	Conformance Level	Remarks and Explanations
1.1.1 Non-text Content (Level A)	Partially Supports	Images on the website have relevant alternative text except icons on the third-party scheduling component “Schedule a call”.
1.2.1 Audio-only and Video-only (Prerecorded) (Level A)	Not Applicable	No audio -only or video-only content is present in the website
1.2.2 Captions (Prerecorded) (Level A)	Not Applicable	No multimedia content is present in the website
1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A)	Not Applicable	No multimedia content is present in the website
1.3.1 Info and Relationships (Level A)	Partially Supports	Calendar dates are not announced completely by screen readers. This is in the third-party component “Schedule a call” page.
1.3.2 Meaningful Sequence (Level A)	Supports	The sequence of the content on the website is logical and meaningful, and the order in which it is presented does not affect the understanding of the information provided.
1.3.3 Sensory Characteristics (Level A)	Supports	Sensory characteristics are supported. Instructions on the website do not rely solely on sensory cues; instead, they are provided using clear text and programmatic information so that all users can understand and follow them.
1.4.1 Use of Color (Level A)	Supports	Colour is not used as the only visual means of conveying information in the website
1.4.2 Audio Control (Level A)	Not Applicable	No audio content is present in the website

Criteria	Conformance Level	Remarks and Explanations
2.1.1 Keyboard (Level A)	Partially Supports	<ol style="list-style-type: none"> Standard keyboard strokes are not used for the Calendar navigation User cannot navigate through the schedule a call page using Browse mode. Keyboard focus is present on non-interactive elements. All these are present in the third- party scheduling page “Schedule a Call”.
2.1.2 No Keyboard Trap (Level A)	Supports	Keyboard focus moves sequentially through the website without becoming trapped in any section, and all functionality can be accessed conveniently using the keyboard.
2.1.4 Character Key Shortcuts (Level A 2.1 and 2.2)	Not Applicable	No functionalities are dependent on or controlled by character key shortcuts
2.2.1 Timing Adjustable (Level A)	Not Applicable	There is no such activity present in the website where time need to be adjusted or extended
2.2.2 Pause, Stop, Hide (Level A)	Not Applicable	There is no such content present on the website that needs to be stopped, paused, or hidden.
2.3.1 Three Flashes or Below Threshold (Level A)	Not Applicable	There is no flashing content present in the website.
2.4.1 Bypass Blocks (Level A)	Supports	A bypass mechanism is provided to allow users to skip directly to the main content
2.4.2 Page Titled (Level A)	Supports	Appropriate page title is given to all the pages in the website
2.4.3 Focus Order (Level A)	Supports	The focus moves in a correct sequence order on the website from left to right and top to bottom.
2.4.4 Link Purpose (In Context) (Level A)	Supports	All the links provided are descriptive and users can understand the purpose of the link from its text or from the surrounding content.

Criteria	Conformance Level	Remarks and Explanations
2.5.1 Pointer Gestures (Level A 2.1 and 2.2)	Supports	No functionality is present on the website that needs to be operated with a multi-point or path-based gesture.
2.5.2 Pointer Cancellation (Level A 2.1 and 2.2)	Supports	No down-event of the pointer is used in the website to execute any part of the action
2.5.3 Label in Name (Level A 2.1 and 2.2)	Supports	All form controls and interactive elements on the website use programmatically defined labels that match their visible text
2.5.4 Motion Actuation (Level A 2.1 and 2.2)	Not Applicable	There is no content/functionality included that needs movement
3.1.1 Language of Page (Level A)	Supports	Language attribute is defined for all the webpages.
3.2.1 On Focus (Level A)	Supports	No interactive element on the website is automatically activated when it receives keyboard focus.
3.2.2 On Input (Level A)	Partially Supports	In the third-party “Schedule a call” page, keyboard focus shifts unexpectedly after date selection, there are links that open in a new tab on activation which is not informed to users.
3.2.6 Consistent Help (Level A 2.2 only)	Supports	Help mechanisms (such as contact information help options etc) are provided consistently across the website and appear in the same relative location on each page
3.3.1 Error Identification (Level A)	Partially Supports	On the third-party “Schedule a call” page, error messages are not immediately announced to screen reader users when they appear on the screen.
3.3.2 Labels or Instructions (Level A)	Supports	Labels and sufficient instructions are given to users to fill forms.

Criteria	Conformance Level	Remarks and Explanations
3.3.7 Redundant Entry (Level A 2.2 only)	Not Applicable	There is no single-page or single session process on the website that requires users to re-enter previously provided information.
4.1.2 Name, Role, Value (Level A)	Supports	All website elements have appropriate labels associated with their roles, and they are correctly identified and announced by screen readers.

Table 2: Success Criteria, Level AA

Criteria	Conformance Level	Remarks and Explanations
1.2.4 Captions (Live) (Level AA)	Not Applicable	No live multimedia content is present on the website.
1.2.5 Audio Description (Prerecorded) (Level AA)	Not Applicable	No multimedia content is present in the website
1.3.4 Orientation (Level AA 2.1 and 2.2)	Supports	The website does not restrict its view and operation to a single display orientation.
1.3.5 Identify Input Purpose (Level AA 2.1 and 2.2)	Supports	Forms fields on the website are clearly labeled to direct the user to enter the data expected in the fields.
1.4.3 Contrast (Minimum) (Level AA)	Supports	The website does adhere to the minimum colour contrast standards
1.4.4 Resize text (Level AA)	Supports	The website is fully responsive. When zoomed to 200%, the layout adapts appropriately and presents the user interface in the same way it would on a smartphone-sized viewport.

Criteria	Conformance Level	Remarks and Explanations
1.4.5 Images of Text (Level AA)	Partially Supports	There are no images of text used in the website except for the certificate image in the “Process page” which does not have all the text descriptions in the alt tag. Logo images used have appropriate alternative text.
1.4.10 Reflow (Level AA 2.1 and 2.2)	Supports	The website does not require scrolling in two dimensions to present content without loss of information at 400% zoom.
1.4.11 Non-text Contrast (Level AA 2.1 and 2.2)	Partially Supports	On the third-party “Schedule a call” page, available dates background, toggle buttons, button focus states do not have enough contrast with the background colour.
1.4.12 Text Spacing (Level AA 2.1 and 2.2)	Partially Supports	On the third-party component “Schedule a call” page, text spacing is not getting applied.
1.4.13 Content on Hover or Focus (Level AA 2.1 and 2.2)	Supports	The content that is triggered by hover or focus is dismissible, hoverable, and persistent in the website
2.4.5 Multiple Ways (Level AA)	Supports	A navigation header is provided to access all the pages in the website.
2.4.6 Headings and Labels (Level AA)	Supports	Headings and labels provided on the website are described sufficiently for users to understand the content
2.4.7 Focus Visible (Level AA)	Supports	All interactive elements on the website are provided with a clearly visible focus indicator.
2.4.11 Focus Not Obscured (Minimum) (Level AA 2.2 only)	Supports	On keyboard focus of an element in the page, the element is visible to users.
2.5.7 Dragging Movements (Level AA 2.2 only)	Not Applicable	No Dragging functionality is present in the website

Criteria	Conformance Level	Remarks and Explanations
2.5.8 Target Size (Minimum) (Level AA 2.2 only)	Supports	All the interactive pointer targets are at least 24 by 24 CSS pixels or have sufficient spacing around them.
3.1.2 Language of Parts (Level AA)	Supports	The primary language of the website is English. The default page language is programmatically defined as English on all pages. There is no content in other languages that requires separate language identification.
3.2.3 Consistent Navigation (Level AA)	Supports	Navigation mechanisms used in the website are repeated on all the pages and at the same position for consistency.
3.2.4 Consistent Identification (Level AA)	Supports	Components that provide the same functionality throughout the website can be easily identified by the user.
3.3.3 Error Suggestion (Level AA)	Partially Supports	Error messages used for the forms in the third party “Schedule a call” section are not descriptive enough.
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)	Not Applicable	This criteria does not apply to the Ally website
3.3.8 Accessible Authentication (Minimum) (Level AA 2.2 only)	Supports	Sufficient mechanisms are provided to assist users with mental effort. Users may enter credentials using password managers, copy and paste is permitted.
4.1.3 Status Messages (Level AA 2.1 and 2.2)	Not Applicable	There are no automatically updating content or feedback messages present in the website.

Legal Disclaimer

This Accessibility Conformance Report (ACR) is provided for informational purposes only and is based on an evaluation of the website against the referenced accessibility standards at the time of testing.

The results reflect a point-in-time assessment and may not represent the current level of accessibility due to ongoing updates, content changes, or third-party components.

This report does not constitute a legally binding statement of compliance, warranty, or certification. Responsibility for accessibility conformance remains with the website owner and any third-party service providers whose content or functionality is included in the website.