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Introduction

Yell is a leading international directories business, operating in the classified advertising market. We help sellers reach buyers through simple, cost-effective advertising; delivered through printed, online and telephone media.

Our Commitment

One of our company's Guiding Principles is integrity – evidence of our commitment to the highest ethical standards across all our activities. We listen to users and advertisers to better understand their needs. We are committed to continually improving accessibility, particularly for individuals requiring special assistance. We strive to ensure users, advertisers and other parties with an interest in our company, experience the best levels of service possible when using our directory services or seeking information about our company and our products.

Scope

This policy relates to Yell UK's users and advertisers and those seeking information about our company. It forms part of our group wide Corporate Responsibility programme.

Our Approach for Users with Disabilities

We provide directory services through a choice of channels; print, telephone (voice and text) and Internet. We believe this allows users to access information easily and free of charge through at least one or more channels, and for chargeable services no group of individuals is required to pay extra. Over and above this, we continue to refine our services to improve accessibility. We aim to comply with the requirements of the Disability Discrimination Act (DDA).

Services for users with disabilities

- Our Yellow Pages 118 24 7 operated-assisted, classified telephone directory service is available free through '195', a telephone directory service, accessible by PIN, for which disabled users (e.g. registered blind) can register.
- We have a free Minicom (text phone) service at our Yellow Pages 118 24 7 Call Centre for users with hearing difficulties. Users with a text phone can call 0800 783 4411 and type a request which prints out at our Call Centre. Contact details for the business or service requested are sent back to the user.

Internet Accessibility

We have two external Internet sites; Yell.com, our online advertising medium, and Yellgroup.com, our company web site. We continually look for ways to improve accessibility to both Internet sites, to ensure they are accessible to as wide a user base as possible.

- Both sites are being developed to comply with the World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI) Web Content Accessibility Guidelines (WCAG) 1.0. We assess WCAG compliance levels and work with external specialists to ensure compliance, as well as overall accessibility and usability, are developed and maintained.
- As part of our continuous improvement programme, feedback is welcomed on the accessibility of Yell.com. There is a 'contact us' section on Yell.com. Users can complete an online form within the 'site feedback' section, choosing the 'accessibility' category.

Communication

Details of accessible ways to contact Yell are contained in the 'How to Contact Us' section of all Yellow Pages directories and on Yell.com, from a link on the homepage. There is also information regarding accessibility of Yell.com and Yellgroup.com on both web sites.

Our Approach for Advertisers with Disabilities

We are committed to ensuring advertisers with diverse requirements receive an efficient service when purchasing Yell's products. We respond to advertisers who require special assistance on a case by case basis, to ensure we fully address their individual needs. We offer customer correspondence on alternative media (large print, Braille and audio) and have a dedicated team within our Customer Service Department to provide a personal service.

Yell Direct

Yell Direct is the online sales and account management service from Yell (www.yelldirect.com), for both current and prospective advertisers. The service allows advertisers to purchase Yell.com products online and manage their advertising in a secure environment. Yell Direct is currently being developed to comply with the World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI) Web Content Accessibility Guidelines (WCAG) 1.0). All Yell Direct services are also available via our Customer Service team by calling 0800 555 444. Feedback is welcomed on the accessibility of Yell Direct, either by calling the Customer Service team or by completing Yell Direct's online 'contact us' form, choosing the category 'site comments/suggestions' from the drop-down list.