

Voluntary Product Accessibility Template (VPAT)



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ACCESSIBILITY

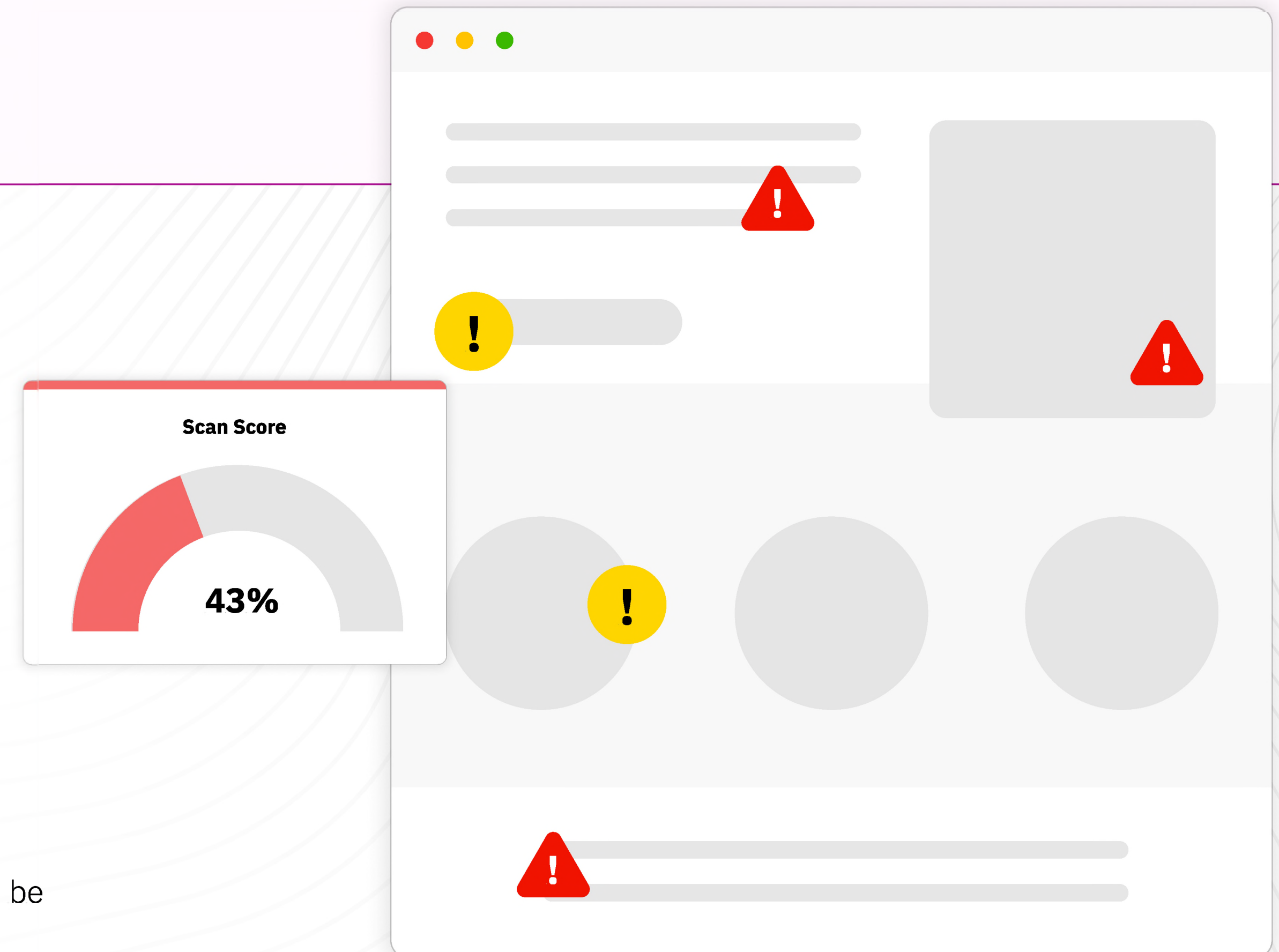
Detail your product's accessibility for procurement, compliance and customer retention

A VPAT details whether your digital product is accessible to every user of every ability. The level of accessibility is based on the Web Content Accessibility Guidelines, or WCAG technical standards.

Increasingly RFPs are requiring VPAT, whether you're selling into the public or private sector. Companies are basing buying decisions on product accessibility, prioritizing those who can show proof of it.

Simplifying the Complex

A VPAT is a complicated technical document. It's better to be completed by an expert with technical knowledge of digital accessibility requirements and testing procedures. It can also be more credible to leverage an independent, third-party to issue your VPAT.



When it comes to VPAT fundamentals, here's what you need to know:

- **A VPAT is a template.** When completed, it is known as an Accessibility Conformance Report – or ACR. The two terms are often used interchangeably.
- **There are different versions of the template.** Be sure you're using the most recent, VPAT 2.4, reflecting the updated WCAG standards.
- **There are also four different editions of the VPAT.** Select the edition relevant to your target market and contract requirements.
- **VPATs are generally not used for websites;** they are designed for products and sometimes services.
- **Mobile apps may require a VPAT,** depending on the use case (for example, if the app's usage falls under Section 508).
- **Not all features of your product will be applicable.** Provide accurate, credible information and supporting notes. This level of transparency helps the purchaser clearly understand the product capabilities.
- **A VPAT is not a legal certification of compliance,** nor is it intended to be used as a pass/fail document.
- **Beyond compliance, a VPAT is a public-facing declaration** that your product is accessible and yours is a brand that values the needs of every user.

Engage with our team today. 

eSENTIAL Accessibility takes a holistic approach to product accessibility, which includes VPATs but extends beyond them. We evaluate your product, identify and prioritize errors, equip you with the tools, training and support to fix them, and monitor for any new issues your sprints may introduce. We deliver a completed VPAT to satisfy procurement processes but also help you ensure ongoing accessibility with each feature release.

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