



Salesforce Accessibility Conformance Report International Edition

VPAT[®] (Voluntary Product Accessibility Template[®]) version 2.5

Name of Product/Version:	IME (Loyalty Management, Promotions and Offers, Referral Marketing) / Winter '26
Report Date:	March 2026
Product Description:	<p>Salesforce loyalty solution is purpose built on the Salesforce platform to assist companies to easily design, configure, measure and execute hyper personalised connected programs to achieve business goals for revenue growth, brand loyalty, customer advocacy and C-LTV.</p> <p>Salesforce Loyalty Management solution has more than 500 customers globally across industries in retail and consumer goods, manufacturing, automotive, energy, travel and hospitality and financial services.</p> <p>It is ranked as the # 1 Loyalty Platform in the Quadrant SPARK Matrix due to our breadth of capabilities, integration of AI and ML algorithms to streamline operations, drive customer segmentation, insights and analytics.</p>
Contact information:	accessibility@salesforce.com
Notes:	<p>The scope of this ACR includes the functionalities / components from Loyalty Management:</p> <ul style="list-style-type: none"> • Loyalty Program Setup • Benefits Management • Partner Management • Promotions Management • Promotions Processes and Rules • Accrual and Redemption • Tier Evaluation and Processing and Points expiration • Voucher Management • Loyalty Analytics • Loyalty Management – Experience Site • Member Engagement Widgets

	<ul style="list-style-type: none"> • Member Badges • Widget Designer • Promotion Calendar • Process Level Eligibility • Loyalty Gamification • Referral Marketing • B2B Referral Management • Engagement Trails & Enhancements • Clubs & Communities • Group Transfer Automation • Global Promotions Management • Coupon Management • Marketing Cloud Integration Setup Page • Contact Center for Loyalty Management <p>For more information, please visit Salesforce Product Accessibility Status at https://www.salesforce.com/company/legal/508_accessibility</p>
<p>Evaluation Methods Used:</p>	<p>Conformance to the listed accessibility standards has been evaluated using a combination of static analysis tools and manual testing with assistive technologies. The testing included a representative sample of different pages, states and content types. The following operating systems, browsers, toolsets, and screen readers are used for evaluation: Windows 11, JAWS/Chrome, NVDA/Firefox, VoiceOver/Safari (spot-checks), manual accessibility testing, and keyboard testing with visual focus.</p>

Applicable Standards/Guidelines

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

Standard/Guideline	Included in Report
Web Content Accessibility Guidelines 2.0	Level A - Yes Level AA - Yes Level AAA - No
Web Content Accessibility Guidelines 2.1	Level A - Yes Level AA - Yes Level AAA - No
Web Content Accessibility Guidelines 2.2	Level A - Yes Level AA - Yes Level AAA - No
Revised Section 508 standards published January 18, 2017 and corrected January 22, 2018	Yes
EN 301 549 Accessibility requirements for ICT products and services - V3.1.1 (2019-11) AND EN 301 549 Accessibility requirements for ICT products and services - V3.2.1 (2021-03)	Yes

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 be used only in WCAG 2.2 Level AAA.

WCAG 2.2 Report

Tables 1 and 2 also document conformance with:

- EN 301 549:
 - Clause 9 - Web
 - Clauses 10.1-10.4 of Clause 10 - Non-Web documents
 - Clauses 11.1-11.4 and 11.8.2 of Clause 11 - Software
 - Clauses 12.1.2 and 12.2.4 of Clause 12 - Documentation and support services
- Revised Section 508:
 - Chapter 5 - 501.1 Scope and 504.2 Content Creation or Editing
 - Chapter 6 - 602.3 Electronic Support Documentation

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 2.2 Conformance Requirements](#).

Table 1: Success Criteria, Level A

Notes:

Criteria	Conformance Level	Remarks and Explanations
<p>1.1.1 Non-text Content (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.1.1 (Web) ● 10.1.1.1 (Non-web document) ● 11.1.1.1.1 (Open Functionality Software) ● 11.1.1.1.2 (Closed Functionality Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	<p>Partially Supports</p>	<p>The default images provided within the standard Loyalty Management core features have a meaningful alternative (alt) text description. Non-relevant or decorative images have null alt attributes or are inserted as background images. Non-text content controls / inputs have accessible names.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● Some decorative images within the Loyalty Management pages ("Club Setup" page, "New Voucher Definition" page, "Loyalty Member Portal Template" page, "Promotion Calendar (Loyalty Gantt Chart)" page, "Create a New App" modal) have insufficiently descriptive/redundant/duplicative alternative text. ● Some decorative images within the Loyalty Management pages ("Benefits" modal, "Marketing Cloud Integration Setup" page) are missing empty alt attribute. ● The title element of various decorative icons within the "New Promotion (6-step)" page is conveyed to AT.

Criteria	Conformance Level	Remarks and Explanations
<p>1.2.1 Audio-only and Video-only (Prerecorded) (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.2.1 (Web) ● 10.1.2.1 (Non-web document) ● 11.1.2.1.1 (Open Functionality Software) ● 11.1.2.1.2.1 and 11.1.2.1.2.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Not Applicable	Loyalty Management does not include any prerecorded audio-only or video-only as standard default functionality.
<p>1.2.2 Captions (Prerecorded) (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.2.2 (Web) ● 10.1.2.2 (Non-web document) ● 11.1.2.2 (Open Functionality Software) ● 11.1.2.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Not Applicable	Loyalty Management does not include prerecorded audio or video as a standard default functionality. Loyalty Management does not provide the capability for captioning or defining an audio description of content provider specified video content.

Criteria	Conformance Level	Remarks and Explanations
<p>1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.2.3 (Web) ● 10.1.2.3 (Non-web document) ● 11.1.2.3.1 (Open Functionality Software) ● 11.1.2.3.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	<p>Not Applicable</p>	<p>Loyalty Management does not include any audio description or time-based media alternative for any of the prerecorded video content provided as part of the standard website.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>1.3.1 Info and Relationships (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.3.1 (Web) ● 10.1.3.1 (Non-web document) ● 11.1.3.1.1 (Open Functionality Software) ● 11.1.3.1.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	<p>Partially Supports</p>	<p>Loyalty Management user interface contains semantic markup (headings, lists, etc.) to designate headings and emphasized text. Headings and WAI-ARIA landmarks, identity, role, operation, and state are used to help convey the presentation to assistive technologies.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● Some form controls within the Loyalty Management pages ("Club" Setup page, "Membership Plan" modal, "Club" record page, "New Promotion" page, "New Promotion (6-step)" page, "New Voucher Definition" page, "Promotion Calendar (Loyalty Gantt Chart)" page, "New Game Participant Reward" page, "New Transaction Journal" page) have insufficiently descriptive assistive text. ● Some form controls within the Loyalty Management pages ("New Loyalty Program" page, "New Benefit" page, "New Benefit Action" modal, "New Loyalty Program Partner Currency" page, "New Promotion" page, "New Promotion (6-step)" page, "Configure Referral Promotion" page, "New Voucher Definition" page, "New Loyalty Program Widget" page, "New Calendar Item" modal, "View Promotion Configuration Template" page, "New Lead" page, "Loyalty Program Member" detail page, "Create a New App" modal) are incorrectly implemented.

Criteria	Conformance Level	Remarks and Explanations
<p>1.3.1 Info and Relationships (Level A) contd...</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.3.1 (Web) ● 10.1.3.1 (Non-web document) ● 11.1.3.1.1 (Open Functionality Software) ● 11.1.3.1.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) <p>602.3 (Support Docs)</p>	<p>Partially Supports</p>	<ul style="list-style-type: none"> ● Heading structure is not implemented correctly within some Loyalty Management pages ("Marketing Cloud Integration" Setup page, "Configure Referral Promotion" page). ● The "Complete this field." error message(s) are automatically generated for the "With minimum" and "of" required input fields of the "What Customers Do" template card in the "Configure Promotion Template" screen within the "New Promotion (6-step)" page upon selecting a value from the listbox selection group. ● The tabout error message for some date input fields within the Loyalty Management pages ("New Game Definition" modal, "New Promotion (6-step)" page, "New Transaction Journal" page) is not announced by screen readers in a logical and sequentially meaningful fashion. ● Some buttons within the Loyalty Management pages ("Club" record page, "New Benefit Action" modal) do not have a visible icon/text. ● The gridcells in the data table in the "Promotion Calendar (Loyalty Gantt Chart)" page are not programmatically associated with the corresponding column / row headers and not conveyed by screen readers. ● Some of the content/information/form controls within the Loyalty Management pages ("New Promotion" page, "Enter A Name (Name Container)" page, "Promotion Calendar (Loyalty Gantt Chart)" page) are not announced properly by screen readers. ● The assistive text for various help tooltip buttons within the Loyalty Management pages ("View Promotion Configuration Template" page, "New Promotion (6-step)" page) is not announced by screen readers. ● The "Widget visibility criteria" form control generates the "required" error message on blur in the "Widget Designer" page.

Criteria	Conformance Level	Remarks and Explanations
<p>1.3.2 Meaningful Sequence (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.3.2 (Web) ● 10.1.3.2 (Non-web document) ● 11.1.3.2.1 (Open Functionality Software) ● 11.1.3.2.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	Loyalty Management is developed in a meaningful and correct reading sequence that can be programmatically determined. As an example, inputs and labels are contained within the same division element and listed in a meaningful sequence.
<p>1.3.3 Sensory Characteristics (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.3.3 (Web) ● 10.1.3.3 (Non-web document) ● 11.1.3.3 (Open Functionality Software) ● 11.1.3.3 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	All instructions for operating within Loyalty Management user interface content are provided in textual format. Instructions and operating content do not rely on shape, size, or visual location, nor upon sound.

Criteria	Conformance Level	Remarks and Explanations
<p>1.4.1 Use of Color (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.4.1 (Web) ● 10.1.4.1 (Non-web document) ● 11.1.4.1 (Open Functionality Software) ● 11.1.4.1 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	<p>Loyalty Management does not use color alone to distinguish the importance of a visual element. Textual representation is always used as the primary mechanism for conveying information. The WAI-ARIA role and selected state also communicate the proper information.</p>
<p>1.4.2 Audio Control (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.4.2 (Web) ● 10.1.4.2 (Non-web document) ● 11.1.4.2 (Open Functionality Software) ● 11.1.4.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Not Applicable	<p>Loyalty Management page does not include audio or video content by default.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>2.1.1 Keyboard (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.1.1 (Web) ● 10.2.1.1 (Non-web document) ● 11.2.1.1.1 (Open Functionality Software) ● 11.2.1.1.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Partially Supports	<p>Loyalty Management supports standard keyboard navigation and input functions (pressing [Tab] to move between input fields, pressing the arrow keys to move between list items, and pressing [Space] or [Enter] to make selections).</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● Some form controls within the Loyalty Management pages ("Promotion Calendar (Loyalty Gantt Chart)" page, "New Promotion (6-step)" page) are not keyboard-operable. ● Some form controls within the Loyalty Management pages ("New Promotion (6-step)" page, "Widget Designer Page – Design Mode") are not keyboard-accessible.
<p>2.1.2 No Keyboard Trap (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.1.2 (Web) ● 10.2.1.2 (Non-web document) ● 11.2.1.2 (Open Functionality Software) ● 11.2.1.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	<p>Loyalty Management core features support standard keyboard navigation and ensure that keyboard users cannot be trapped in a subset of content. The keyboard focus is not locked or trapped at any page element.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>2.1.4 Character Key Shortcuts (Level A 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.1.4 (Web) ● 10.2.1.4 (Non-web document) ● 11.2.1.4.1 (Open Functionality Software) ● 11.2.1.4.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 – Does not apply</p>	Supports	<p>Loyalty Management provides some keyboard shortcuts for the standard controls and content. The users are not allowed to turn off or reconfigure shortcuts that consist of only character keys.</p>
<p>2.2.1 Timing Adjustable (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.2.1 (Web) ● 10.2.2.1 (Non-web document) ● 11.2.2.1 (Open Functionality Software) ● 11.2.2.1 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	<p>Loyalty Management provides session time alerts and provides options to select additional time for continuing the login session.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>2.2.2 Pause, Stop, Hide (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.2.2 (Web) ● 10.2.2.2 (Non-web document) ● 11.2.2.2 (Open Functionality Software) ● 11.2.2.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Not Applicable	Loyalty Management does not include moving, blinking, scrolling, or auto-updating information.
<p>2.3.1 Three Flashes or Below Threshold (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.3.1 (Web) ● 10.2.3.1 (Non-web document) ● 11.2.3.1 (Open Functionality Software) ● 11.2.3.1 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Not Applicable	Loyalty Management core interface does not contain any type of flashes or flashing objects.

Criteria	Conformance Level	Remarks and Explanations
<p>2.4.1 Bypass Blocks (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.4.1 (Web) ● 10.2.4.1 (Non-web document) - Does not apply ● 11.2.4.1 (Open Functionality Software) - Does not apply ● 11.2.4.1 (Closed Software) - Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) - Does not apply to non-web software ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) - Does not apply to non-web docs 	<p>Supports</p>	<p>Loyalty Management core contains marked headings and WAI-ARIA landmarks to help users rapidly navigate to the desired content.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>2.4.2 Page Titled (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.4.2 (Web) ● 10.2.4.2 (Non-web document) ● 11.2.4.2 (Open Functionality Software) - Does not apply ● 11.2.4.2 (Closed Software) - Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Partially Supports	<p>Loyalty Management contains meaningful and relevant page titles that indicate the topic or purpose of each page.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● Some pages/modals within the Loyalty Management ("Loyalty Member Portal Template" page, "New Game Definition" modal, "Promotion Coupons" modal) are missing a title.
<p>2.4.3 Focus Order (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.4.3 (Web) ● 10.2.4.3 (Non-web document) ● 11.2.4.3 (Open Functionality Software) ● 11.2.4.3 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Partially Supports	<p>Loyalty Management user interface and controls are navigated sequentially by tabbing through various inputs and labels. The user controls receive keyboard focus in the same tab order in which they are presented visually. Loyalty Management uses semantically correct markup, ensuring that the markup matches the visual presentation of content on the page.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● The keyboard focus order is not correctly provided in some Loyalty Management pages ("Benefits" modal, "Club" record page, "Configure Referral Promotion" page, "Promotion Calendar (Loyalty Gantt Chart)" page, "New Promotion (6-step)" page, "Widget Designer Page - Design Mode").

Criteria	Conformance Level	Remarks and Explanations
<p>2.4.4 Link Purpose (In Context) (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.4.4 (Web) ● 10.2.4.4 (Non-web document) ● 11.2.4.4 (Open Functionality Software) ● 11.2.4.4 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Partially Supports	<p>Link elements within Loyalty Management provide a purpose both through the link text itself and the title attribute, even when reading out of context.</p> <p>However, there is an exception:</p> <ul style="list-style-type: none"> ● The "Help & Training" link in the "Loyalty Member Portal Template" page has a generic text that does not identify the link purpose.
<p>2.5.1 Pointer Gestures (Level A 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.5.1 (Web) ● 10.2.5.1 (Non-web document) ● 11.2.5.1 (Open Functionality Software) ● 11.2.5.1 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 - Does not apply</p>	Supports	Loyalty Management can be operated with a single pointer, without multipoint or path-based gestures for an operation.

Criteria	Conformance Level	Remarks and Explanations
<p>2.5.2 Pointer Cancellation (Level A 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.5.2 (Web) ● 10.2.5.2 (Non-web document) ● 11.2.5.2 (Open Functionality Software) ● 11.2.5.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 – Does not apply</p>	<p>Supports</p>	<p>Loyalty Management does not have any functionality that can be operated or executed using a single pointer cancellation.</p>
<p>2.5.3 Label in Name (Level A 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.5.3 (Web) ● 10.2.5.3 (Non-web document) ● 11.2.5.3.1 (Open Functionality Software) ● 11.2.5.3.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 – Does not apply</p>	<p>Partially Supports</p>	<p>Loyalty Management user interface has labels that include text or images of text that are visually presented with the name of the text.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● The accessible name for some form controls within the Loyalty Management pages ("New Benefit" page, "New Voucher Definition" page, "New Game Participant Reward" page, "New Transaction Journal" page) does not contain its visible label text.

Criteria	Conformance Level	Remarks and Explanations
<p>2.5.4 Motion Actuation (Level A 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.5.4 (Web) ● 10.2.5.4 (Non-web document) ● 11.2.5.4 (Open Functionality Software) ● 11.2.5.4 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 - Does not apply</p>	Not Applicable	Loyalty Management does not contain functionality that can only be operated via device or user motion.
<p>3.1.1 Language of Page (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.3.1.1 (Web) ● 10.3.1.1 (Non-web document) ● 11.3.1.1.1 (Open Functionality Software) ● 11.3.1.1.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Partially Supports	<p>The default language of the page is specified or set on the HTML tag for the Loyalty Management page.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● The HTML language attribute is missing in some Loyalty Management pages ("Loyalty Member Portal Template" page, "Enter A Name (Name Container)" page).

Criteria	Conformance Level	Remarks and Explanations
<p>3.2.1 On Focus (Level A)</p> <p>Also applies to: EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.3.2.1 (Web) ● 10.3.2.1 (Non-web document) ● 11.3.2.1 (Open Functionality Software) ● 11.3.2.1 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Partially Supports	<p>There is no context change within the Loyalty Management user interface when a component receives focus.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● The keyboard focus on some form controls within the Loyalty Management pages ("Widget Designer Page - Design Mode", "Loyalty Program Member" detail page) results in context change.
<p>3.2.2 On Input (Level A)</p> <p>Also applies to: EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.3.2.2 (Web) ● 10.3.2.2 (Non-web document) ● 11.3.2.2 (Open Functionality Software) ● 11.3.2.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Partially Supports	<p>Changing the setting of core components and features in the Loyalty Management user interface does not initiate any change of context.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● The value population of some combobox/input elements within the Loyalty Management pages ("New Loyalty Program Currency" page, "New Promotion" page, "New Loyalty Program Process" page, "New Voucher Definition" page, "New Calendar Item" modal) results in a context change. ● The selection change in some checkbox elements within the Loyalty Management pages ("New Promotion" page, "New Calendar Item" modal) results in a context change.

Criteria	Conformance Level	Remarks and Explanations
<p>3.2.6 Consistent Help (Level A 2.2 only)</p> <p>EN 301 549 Criteria - Does not apply</p> <p>Revised Section 508 - Does not apply</p>	Supports	All human contact / automated help mechanisms within Loyalty Management are located consistently in the same order & location relative to the other page content as it does throughout the site.
<p>3.3.1 Error Identification (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.3.3.1 (Web) ● 10.3.3.1 (Non-web document) ● 11.3.3.1.1 (Open Functionality Software) ● 11.3.3.1.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	Users are visually notified when an input error is detected within the Loyalty Management data entry forms if a required field has not been completed. Proper error information is provided for the visual users in the form of visual text on the field level input elements, to enable the users to identify which fields were omitted and must be completed.

Criteria	Conformance Level	Remarks and Explanations
<p>3.3.2 Labels or Instructions (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.3.3.2 (Web) ● 10.3.3.2 (Non-web document) ● 11.3.3.2 (Open Functionality Software) ● 11.3.3.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	<p>Partially Supports</p>	<p>Electronic form controls, including input fields and buttons in the Loyalty Management core features, can be operated, and accessed by using assistive technology. The form label elements within the Loyalty Management core features are properly associated and placed in line with the form fields.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● Some form controls within the Loyalty Management pages ("Membership Plan" modal, "Enter A Name (Name Container)" page) are missing label association. ● Some radio button grouping elements within the Loyalty Management pages ("New Automation" modal, "New Promotion (6-step)" page) are missing legend element. ● The non-interactive form text for the template section in the "Select Promotion Template" screen within the "View Promotion Configuration Template" page is implemented with assistive text which contains an important instruction for keyboard navigation and is not presented visually. ● The non-interactive parent <div> elements for the widget background, header, and content configuration sections in the "Widget Designer" page are implemented with aria-label attribute which contains an important instruction for keyboard navigation and is not presented visually. ● Some form controls within the Loyalty Management pages ("New Benefit Action" modal, "New Promotion (6-step)" page) are missing an asterisk (*) symbol to visually indicate that the field is required. ● Some form controls within the Loyalty Management pages ("New Loyalty Program Partner Currency" page, "New Promotion (6-step)" page) are missing both a programmatic indicator and an asterisk (*) symbol to visually indicate that the field is required.

Criteria	Conformance Level	Remarks and Explanations
<p>3.3.7 Redundant Entry (Level A 2.2 only)</p> <p>EN 301 549 Criteria - Does not apply</p> <p>Revised Section 508 - Does not apply</p>	Supports	Loyalty Management user interface provides users with non-manual options to input previous entry.
<p>4.1.1 Parsing (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.4.1.1 (Web) ● 10.4.1.1 (Non-web document) ● 11.4.1.1.1 (O` Software) ● 11.4.1.1.2 (Closed Software) - Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	For WCAG 2.0, 2.1, EN 301 549, and Revised 508 Standards, the September 2023 errata update indicates this criterion is always supported. See the WCAG 2.0 Editorial Errata and the WCAG 2.1 Editorial Errata .

Criteria	Conformance Level	Remarks and Explanations
<p>4.1.2 Name, Role, Value (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.4.1.2 (Web) ● 10.4.1.2 (Non-web document) ● 11.4.1.2.1 (Open Functionality Software) ● 11.4.1.2.2 (Closed Software) – Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	<p>Supports</p>	<p>The name, role, and value used in Loyalty Management user interface elements are available to assistive technologies via HTML or WAI-ARIA to describe the identity, operation, and state. All buttons are standard HTML form inputs.</p>

Table 2: Success Criteria, Level AA

Notes:

Criteria	Conformance Level	Remarks and Explanations
<p>1.2.4 Captions (Live) (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.2.4 (Web) ● 10.1.2.4 (Non-web document) ● 11.1.2.4 (Open Functionality Software) ● 11.1.2.4 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	<p>Not Applicable</p>	<p>Loyalty Management does not include any live audio and video content.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>1.2.5 Audio Description (Prerecorded) (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.2.5 (Web) ● 10.1.2.5 (Non-web document) ● 11.1.2.5 (Open Functionality Software) ● 11.1.2.5 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Not Applicable	Loyalty Management does not contain any audio description (prerecorded).
<p>1.3.4 Orientation (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.3.4 (Web) ● 10.1.3.4 (Non-web document) ● 11.1.3.4 (Open Functionality Software) ● 11.1.3.4 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 - Does not apply</p>	Supports	Loyalty Management does not restrict view and operation to a single display orientation.

Criteria	Conformance Level	Remarks and Explanations
<p>1.3.5 Identify Input Purpose (Level AA 2.1 and 2.2)</p> <p>Also applies to: EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.3.5 (Web) ● 10.1.3.5 (Non-web document) ● 11.1.3.5.1 (Open Functionality Software) ● 11.1.3.5.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 – Does not apply</p>	Supports	Loyalty Management enables the input of information about the user that can be programmed. A visible label with appropriate instructions is provided to guide the user through the input fields on the form.
<p>1.4.3 Contrast (Minimum) (Level AA)</p> <p>Also applies to: EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.4.3 (Web) ● 10.1.4.3 (Non-web document) ● 11.1.4.3 (Open Functionality Software) ● 11.1.4.3 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Partially Supports	<p>The default and standard features within the Loyalty Management screens provide sufficient color contrast between foreground and background text colors to enhance clarity, making it more legible for individuals with moderately low vision in user interface and controls.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● The color contrast failed the minimum contrast ratio requirement for some texts in certain Loyalty Management pages ("Loyalty Member Portal Template" page, "Enter A Name (Name Container)" page, "Workspace Home" page, "Marketing Cloud Integration" Setup page, "Create a New App" modal).

Criteria	Conformance Level	Remarks and Explanations
<p>1.4.4 Resize text (Level AA)</p> <p>Also applies to: EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.4.4 (Web) ● 10.1.4.4 (Non-web document) ● 11.1.4.4.1 (Open Functionality Software) ● 11.1.4.4.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	<p>Partially Supports</p>	<p>The text and images within the Loyalty Management user interface can be resized with the browser or the mobile device zoom and scaling feature.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● Zoomed to 200% at the 1280x1024 display resolution, some sections within the Loyalty Management pages ("New Benefit Action" modal, "Enter A Name (Name Container)" page, "Promotion Calendar (Loyalty Gantt Chart)" page, "New Calendar Item" modal, "Define Process Eligibility" modal, "New Automation" modal, "Action Property Editor" panel, "Decision Property Editor" panel, "View Promotion Configuration Template" page, "New Promotion (6-step)" page, "Widget Designer Page - Design Mode", "Global Promotions Management" Setup page, "Promotion Coupons" modal, "New Lead" page, "Marketing Cloud Integration" Setup page, "Create a New App" modal, "Loyalty Program Member" detail page) contain issues with content information being cut off/overlapped.

Criteria	Conformance Level	Remarks and Explanations
<p>1.4.5 Images of Text (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.4.5 (Web) ● 10.1.4.5 (Non-web document) ● 11.1.4.5.1 (Open Functionality Software) ● 11.1.4.5.2 (Closed Software) - Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	<p>Supports</p>	<p>Loyalty Management user interface does not contain images in lieu of text. All text content within is included as pure text.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>1.4.10 Reflow (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.4.10 (Web) ● 10.1.4.10 (Non-web document) ● 11.1.4.10 (Open Functionality Software) ● 11.1.4.10 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 – Does not apply</p>	<p>Partially Supports</p>	<p>Loyalty Management components are not designed to be viewed on smaller screen sizes.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● Zoomed to 400% at the 1280x1024 display resolution, the information/functionality within some Loyalty Management pages ("Club" record page, "New Loyalty Program" page, "New Loyalty Program Currency" page, "New Benefit" page, "New Loyalty Program Partner" page, "New Loyalty Program Partner Currency" page, "New Loyalty Program Partner Prepaid Pack" page, "New Promotion" page, "New Loyalty Program Process" page, "New Voucher Definition" page, "New Loyalty Program Badge" page, "Loyalty Member Portal Template" page, "Enter A Name (Name Container)" page, "Workspace Home" page, "New Loyalty Program Widget" page, "Promotion Calendar (Loyalty Gantt Chart)" page, "New Game Participant Reward" page, "New Transaction Journal" page, "Marketing Cloud Integration" Setup page, "Loyalty Program Member" detail page) is lost and requires two-dimensional scrolling.

Criteria	Conformance Level	Remarks and Explanations
<p>1.4.11 Non-text Contrast (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.4.11 (Web) ● 10.1.4.11 (Non-web document) ● 11.1.4.11 (Open Functionality Software) ● 11.1.4.11 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 – Does not apply</p>	Supports	Loyalty Management components and user controls support and are distinguishable by individuals with moderately low vision, with an accepted contrast ratio.
<p>1.4.12 Text Spacing (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.4.12 (Web) ● 10.1.4.12 (Non-web document) ● 11.1.4.12 (Open Functionality Software) ● 11.1.4.12 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 – Does not apply</p>	Supports	Loyalty Management core user interface is implemented with proper use of CSS markup language that supports the different text style properties and ensures no loss of content or functionality when there is any change in settings or style properties such as line height and spacing.

Criteria	Conformance Level	Remarks and Explanations
<p>1.4.13 Content on Hover or Focus (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.1.4.13 (Web) ● 10.1.4.13 (Non-web document) ● 11.1.4.13 (Open Functionality Software) ● 11.1.4.13 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 – Does not apply</p>	<p>Supports</p>	<p>Loyalty Management user interface works in coordination with keyboard focus or pointer hover.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>2.4.5 Multiple Ways (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.4.5 (Web) ● 10.2.4.5 (Non-web document) – Does not apply ● 11.2.4.5 (Open Functionality Software) – Does not apply ● 11.2.4.5 (Closed Software) – Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) – Does not apply to non-web software ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) – Does not apply to non-web docs 	<p>Supports</p>	<p>Loyalty Management user interface and interaction are straightforward. It contains a landing home page and contextual top navigation, from which the user can launch or navigate to different sections or pages, as desired.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>2.4.6 Headings and Labels (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.4.6 (Web) ● 10.2.4.6 (Non-web document) ● 11.2.4.6 (Open Functionality Software) ● 11.2.4.6 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	Loyalty Management contains descriptive headings and text labels to inform assistive technology users of their location and current activity.
<p>2.4.7 Focus Visible (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.2.4.7 (Web) ● 10.2.4.7 (Non-web document) ● 11.2.4.7 (Open Functionality Software) ● 11.2.4.7 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	The focus indicator within the Loyalty Management user interface and controls are always visible and contrast well with the surrounding content and background.

Criteria	Conformance Level	Remarks and Explanations
2.4.11 Focus Not Obscured (Minimum) (Level AA 2.2 only) EN 301 549 Criteria - Does not apply Revised Section 508 - Does not apply	Supports	All Loyalty Management interactive elements are at least partially visible / not fully obscured by overlapping content at the time of receiving keyboard focus in their initial position.
2.5.7 Dragging Movements (Level AA 2.2 only) EN 301 549 Criteria - Does not apply Revised Section 508 - Does not apply	Supports	Pointer dragging actions within Loyalty Management can be achieved with a single pointer without dragging movement, for example, with point-and-click mechanism or input actionable menus.
2.5.8 Target Size (Minimum) (Level AA 2.2 only) EN 301 549 Criteria - Does not apply Revised Section 508 - Does not apply	Supports	All Loyalty Management pointer / touch Interactive elements have sufficient size and spacing.
3.1.2 Language of Parts (Level AA) Also applies to: EN 301 549 Criteria <ul style="list-style-type: none"> ● 9.3.1.2 (Web) ● 10.3.1.2 (Non-web document) ● 11.3.1.2 (Open Functionality Software) - Does not apply ● 11.3.1.2 (Closed Software) - Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	The human language information in the Loyalty Management user interface uses HTML 5 language markup for the elements that are accessed directly by commonly available assistive technology.

Criteria	Conformance Level	Remarks and Explanations
<p>3.2.3 Consistent Navigation (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.3.2.3 (Web) ● 10.3.2.3 (Non-web document) – Does not apply ● 11.3.2.3 (Open Functionality Software) – Does not apply ● 11.3.2.3 (Closed Software) – Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) – Does not apply to non-web software ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) – Does not apply to non-web docs 	<p>Supports</p>	<p>Loyalty Management provides consistent and repeatable top menu navigation mechanisms across all pages to help users with assistive technologies.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>3.2.4 Consistent Identification (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.3.2.4 (Web) ● 10.3.2.4 (Non-web document) – Does not apply ● 11.3.2.4 (Open Functionality Software) – Does not apply ● 11.3.2.4 (Closed Software) – Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) – Does not apply to non-web software ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) – Does not apply to non-web docs 	<p>Supports</p>	<p>Components and user interface controls are identified consistently for the same functionality across all Loyalty Management pages.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>3.3.3 Error Suggestion (Level AA)</p> <p>Also applies to: EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.3.3.3 (Web) ● 10.3.3.3 (Non-web document) ● 11.3.3.3 (Open Functionality Software) ● 11.3.3.3 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Partially Supports	<p>Whenever an error is automatically detected within Loyalty Management data entry forms, the error suggestions for corrections are identified and provided visually to the user on the input form.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● The error message in some Loyalty Management pages ("New Promotion" page, "New Promotion (6-step)" page, "Configure Referral Promotion" page, "New Loyalty Program Process" page, "New Calendar Item" modal, "New Lead" page) is imprecise and does not provide users with correct data entry suggestions to resolve the input error(s).
<p>3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)</p> <p>Also applies to: EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.3.3.4 (Web) ● 10.3.3.4 (Non-web document) ● 11.3.3.4 (Open Functionality Software) ● 11.3.3.4 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508</p> <ul style="list-style-type: none"> ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) 	Supports	<p>Data entered by users within Loyalty Management functionalities are checked using validation methods to help users confirm and correct data submissions. Loyalty Management does not contain forms that cause legal commitments or financial transactions.</p>

Criteria	Conformance Level	Remarks and Explanations
<p>3.3.8 Accessible Authentication (Minimum) (Level AA 2.2 only) EN 301 549 Criteria - Does not apply Revised Section 508 - Does not apply</p>	Not Applicable	Loyalty Management has an accessible authentication process implemented either as an alternative to cognitive function test or as a primary method of authentication.
<p>4.1.3 Status Messages (Level AA 2.1 and 2.2) Also applies to: EN 301 549 Criteria</p> <ul style="list-style-type: none"> ● 9.4.1.3 (Web) ● 10.4.1.3 (Non-web document) ● 11.4.1.3 (Open Functionality Software) ● 11.4.1.3 (Closed Software) - Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) <p>Revised Section 508 - Does not apply</p>	Partially Supports	<p>Loyalty Management provides status messages that can be programmatically determined using roles or properties which can be presented to the user of assistive technology without receiving any focus.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> ● Some messages within the Loyalty Management pages ("Benefits" modal, "New Loyalty Program Currency" page, "New Promotion" page, "New Promotion (6-step)" page, "New Automation" modal) are displayed visually but are not announced by screen readers.

Table 3: Success Criteria, Level AAA

Notes: Loyalty Management has not been evaluated for WCAG 2.2 Level AAA conformance.

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Notes:

Chapter 3: Functional Performance Criteria (FPC)

Notes:

Criteria	Conformance Level	Remarks and Explanations
302.1 Without Vision	Partially Supports	Loyalty Management uses standard platform attributes to describe the identity, operation, and state of user interface elements to assistive technologies. The core features and controls in Loyalty Management are reachable using the keyboard alone and announced by assistive technology. However, there are some exceptions. Refer to the WCAG 2.x section for details.
302.2 With Limited Vision	Partially Supports	Loyalty Management supports standard browser magnification and contrast adjustments. Loyalty Management is compatible with assistive technologies and supports the use of screen readers for the visually impaired. However, there are some exceptions. Refer to the WCAG 2.x section for details.
302.3 Without Perception of Color	Supports	Loyalty Management does not use color as the only means of conveying information. Color is only used as a decorative or supplemental attribute of user interface elements. Textual representation is always used as the primary mechanism for conveying information.
302.4 Without Hearing	Not Applicable	Loyalty Management does not include audio-only features that require hearing to be used.
302.5 With Limited Hearing	Not Applicable	Loyalty Management does not include audio-only features that require hearing to be used.
302.6 Without Speech	Supports	Loyalty Management does not require speech to operate or retrieve information. Support services related to Loyalty Management can be found on the Salesforce.com website. Currently, telephone communication provision does not support TTY

Criteria	Conformance Level	Remarks and Explanations
		or relay services. Users with disabilities can open support request directly at http://help.salesforce.com
302.7 With Limited Manipulation	Supports	Loyalty Management supports standard input mechanisms such as user-provided keyboards and pointing devices. The utilization of the Loyalty Management user interface does not require fine motor skills controls or simultaneous actions.
302.8 With Limited Reach and Strength	Supports	Loyalty Management does not use simultaneous actions in either form as a method of operation or information retrieval. The actions within Loyalty Management can be executed either by a mouse click or simple keystrokes (e.g., tab, space, alpha keys, alt).
302.9 With Limited Language, Cognitive, and Learning Abilities	Partially Supports	Loyalty Management does not function in a way that is prohibitive to users with cognitive or learning impairment. Salesforce provides information on Loyalty Management accessibility features in the documentation. End-users with disabilities can open support request directly at http://help.salesforce.com However, there are some exceptions. Refer to the WCAG 2.x section for details.

Chapter 4: Hardware

Notes: This product is a web application and is not subject to the requirements of this section.

Chapter 5: Software

Notes: This product is a web application and is not subject to the requirements of this section.

Chapter 6: Support Documentation and Services

Notes:

Criteria	Conformance Level	Remarks and Explanations
<i>601.1 Scope</i>	Heading cell – no response required	Heading cell – no response required
<i>602 Support Documentation</i>	Heading cell – no response required	Heading cell – no response required

Criteria	Conformance Level	Remarks and Explanations
602.2 Accessibility and Compatibility Features		Salesforce provides electronic versions of all product support documentations related to this product. End-users with disabilities can request additional product support documentation by opening a new case at http://help.salesforce.com
602.3 Electronic Support Documentation	See WCAG 2.x section	See information in WCAG 2.x section
602.4 Alternate Formats for Non-Electronic Support Documentation		End-users with disabilities can request additional product support documentation by opening a new case at http://help.salesforce.com
<i>603 Support Services</i>	Heading cell – no response required	Heading cell – no response required
603.2 Information on Accessibility and Compatibility Features		Salesforce provides electronic versions of all product support documentation related to this product’s accessibility. End-users with disabilities can request additional product support documentation by opening a new case at http://help.salesforce.com
603.3 Accommodation of Communication Needs		Support services related to this product can be found on the Salesforce.com help website. Currently, telephone communication provision does not support TTY or relay services. Users with disabilities can open support requests directly at http://help.salesforce.com

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Notes:

Chapter 4: Functional Performance Statements (FPS)

Notes:

Criteria	Conformance Level	Remarks and Explanations
4.2.1 Usage without vision	Partially Supports	Loyalty Management uses standard platform attributes to describe the identity, operation, and state of user interface elements to assistive technologies. However, there are some exceptions. Refer to the WCAG 2.x section for details.
4.2.2 Usage with limited vision	Partially Supports	Loyalty Management supports standard browser magnification and contrast adjustments and enables users to magnify the font size of the textual content available on the user screen. However, there are some exceptions. Refer to the WCAG 2.x section for details.
4.2.3 Usage without perception of color	Supports	Color is only used as a decorative or supplemental attribute of user interface elements. Textual representation is always used as the primary mechanism for conveying information.
4.2.4 Usage without hearing	Not Applicable	Loyalty Management does not include audio-only features that require hearing to be used.
4.2.5 Usage with limited hearing	Not Applicable	Loyalty Management does not include audio-only features that require hearing to be used.
4.2.6 Usage with no or limited vocal capability	Not Applicable	Loyalty Management does not require speech input.
4.2.7 Usage with limited manipulation or strength	Supports	Loyalty Management supports standard input mechanisms such as user-provided keyboards and pointing devices.
4.2.8 Usage with limited reach	Not Applicable	Loyalty Management is not installed or requires any physical reach.
4.2.9 Minimize photosensitive seizure triggers	Not Applicable	Loyalty Management does not include visual features with flashing that could trigger seizures.
4.2.10 Usage with limited cognition, language or learning	Partially Supports	Loyalty Management uses a logical focus order and provides capabilities for specifying error text for user interface components.

Criteria	Conformance Level	Remarks and Explanations
		However, there are some exceptions. Refer to the WCAG 2.x section for details.
4.2.11 Privacy	Supports	Loyalty Management does not impede the usage of standard privacy controls alongside assistive technologies. For example, users can connect a headset for private listening to screen reader announcements.

Chapter 5: Generic Requirements

Notes: This product supports standard assistive technologies and is therefore not subject to the Closed Functionality criteria described in this Chapter.

Chapter 6: ICT with Two-Way Voice Communication

Notes: This product does not offer two-way voice communication and is therefore not subject to the requirements of this section

Chapter 7: ICT with Video Capabilities

Notes: This product does not offer video captioning and audio description and is therefore not subject to the requirements of this section.

Chapter 8: Hardware

Notes: Not Applicable

Chapter 9: Web (see WCAG 2.x section)

Notes: Not Applicable

Chapter 10: Non-Web Documents

Notes: Not Applicable

Chapter 11: Software

Notes: Not Applicable

Chapter 12: Documentation and Support Services

Notes:

Criteria	Conformance Level	Remarks and Explanations
12.1 Product documentation	Heading cell – no response required	Heading cell – no response required
12.1.1 Accessibility and compatibility features	Supports	See information in WCAG 2.x (602.2) section
12.1.2 Accessible documentation	See WCAG 2.x section	See information in WCAG 2.x section
12.2 Support Services	Heading cell – no response required	Heading cell – no response required
12.2.2 Information on accessibility and compatibility features	Supports	See information in WCAG 2.x (603.2) section
12.2.3 Effective communication	Not Applicable	
12.2.4 Accessible documentation	See WCAG 2.x section	See information in WCAG 2.x section

Chapter 13: ICT Providing Relay or Emergency Service Access

Notes: Not Applicable