

**Policy & Procedure for Web Content Accessibility  
Elevate Salon Institute – in Royal Oak and Utica, Michigan**

The Owners and Staff of Elevate Salon Institute (ESI) – Royal Oak and Utica, Michigan in conjunction with the school franchisor, Salon Professional Education Company (SPEC), strive to provide an inclusive and accessible environment of education for all students, employees, guests and visitors. In order to provide the best online experience and fair access to information for everyone, ESI has adopted and will continue to re-evaluate and enforce the following Web Content Accessibility policy:

1. All new or revised Web pages and other Web resources published, hosted or otherwise provided by the ESI, authorized 3<sup>rd</sup> Party Vendors, or SPEC must be in compliance with the World Wide Web standards defined in the Federal Rehabilitation Act Section 508, specifically subsections 1194.22 and subsection 1194.31.
  - a. Reasonable efforts will be made for all current and future web pages and the content contained therein for the updating and execution of accessibility compliance.
  - b. What constitutes a Web page or other Web resource is to be interpreted broadly, and for example, does not depend upon the type of client or host device, the type of software on the client or host devices, or the technical means by which the client and host communicate over the Web.
2. Web pages or resources specifically requested to be made accessible as part of a formal accommodation request shall be made accessible as soon as possible, or an equally effective alternative shall be provided. Equally effective means that it communicates the same information and provides the equivalent functions in as timely a fashion as does the Web page or resource.
3. For items 1 and 2 above, undue administrative or financial burdens may contribute to a determination that alternative formats be used to provide the information to individuals requiring use of the information. If compliance in specific instances appears to be impossible or an undue burden, ESI's Website Accessibility Coordinator, in conjunction with the franchisor (SPEC) may grant exceptions.
4. The website must contain an accessible link or a person to contact if users have trouble accessing content within the site.

#### CONTACT

Any questions or issues related to content accessibility on our website should be first directed to our Website Accessibility Coordinator, Stephanie Fuller at [wac@esiutica.com](mailto:wac@esiutica.com) or by calling 586-884-4609.

#### RESOURCES

For information about W3C or Web Accessibility Initiative, please visit: <https://www.w3.org/WAI/>  
Or to learn more about Section 508 of the Federal Rehabilitation Act, visit:  
<https://section508.gov/content/learn/laws-and-policies>