



Accessible Customer Service Policy

Providing Goods and Services to Persons with Disabilities

The Company recognizes the importance of:

- The principles of independence, dignity, integration and equal opportunity;
- Providing access to goods and services for individuals with disabilities;
- Openly communicating and responding to customers' needs in order to provide them with excellent customer service; and
- Complying with the mandatory customer service standard addressed in Ontario Regulation 429/07 ("Customer Service Standard") under the *Accessibility for Ontarians with Disabilities Act* ("AODA").

The purpose of this Policy is to establish how the Company will provide access to goods and services to the public and other third parties (collectively "Customers") with disabilities in a manner that is consistent with the principles of independence, dignity, integration and equality of opportunity and that is in compliance with the Customer Service Standard under the AODA.

1. Application

This Accessible Customer Service Policy applies to all of Company employees, franchisees, agents and contractors who provide goods and services to customers on behalf of the Company including but not limited to senior management, managers, supervisors, full-time employees, part-time employees, off-site employees, in-store employees, telephone support employees, website support staff, students, apprentices and volunteers ("Employees, Franchisees, Agents and Contractors").

This Policy shall also apply to every Employee, Franchisee, Agent and Contractor involved in the development of policies, procedures and practices pertaining to the provision of goods and services to Customers.

2. Providing goods and services to persons with disabilities

The Company is committed to excellence in serving all Customers, including persons with disabilities, as we carry out our functions and responsibilities in the following areas:

a. Communication

We will communicate with persons with disabilities in ways that take into account their disability.

We will train our Employees, Franchisees, Agents and Contractors who communicate with Customers or who develop Company customer service policies and procedures on how to interact and communicate with persons with various types of disabilities.

b. Telephone Services

We are committed to providing fully accessible telephone service to our Customers. In the event that a Customer is restricted from communicating by telephone, we will offer to communicate by e-mail or in-person.

c. Assistive Devices

Assistive devices that may be used by individuals with disabilities will be welcome on the Company premises open to Customers, including but not limited to canes, crutches, walkers, wheelchairs, scooters, oxygen tanks, screen readers, listening devices, speech amplification devices, magnification devices, note-taking devices, and communication boards.

We will ensure that our Employees, Franchisees, Agents and Contractors who communicate with Customers or who develop the Company customer service policies and procedures are trained and familiar with various assistive devices that may be used by customers with disabilities while accessing our goods and services. We will also ensure that these Employees, Franchisees, Agents and Contractors receive training on how to use assistive devices that may be provided on our premises for Customers' use.

3. Use of Service Animals and Support Persons

Service Animals

The Company welcomes guide dogs or other animals that serve individuals with disabilities in those areas of its premises that are open to Customers, and will permit the individual to keep the service animal with him or her, except for those animals that are otherwise excluded by law from the premises. In the event that a service animal is otherwise excluded by law from the premises, the Company will work with the individual to find ways to provide an alternative method of obtaining, using or benefitting from its goods or services.

Support Persons

The company welcomes persons who support individuals with disabilities to accompany them onto its premises open to Customers. The company will ensure that disabled individuals have access to their support persons while on the premises. Fees will not be charged for support persons. They may be volunteers, family members or friends who provide support to the disabled individual.

Support persons will be asked to follow the rules or requirements that are specific to the goods or services provided by the company. The company will seek the consent of the disabled individual before confidential information is discussed in front of the support person.

4. Notice of Temporary disruption

The company will provide Customers with notice in the event of a planned or unexpected disruption in the facilities or services usually used by persons with disabilities. This notice will include information about the reason for the disruption, the anticipated duration and a description of alternative facilities or services if available.

The notice will be placed at all public entrances and/or service counters on our premises.

5. Training for Staff

The Company will provide training to all Employees, Franchisees, Agents and Contractors who deal with Customers on its behalf, and all those who are involved in the development and approval of customer service policies, practices and procedures.

This training will be provided to current applicable Employees, Franchisees, Agents and Contractors and to others, who are newly hired or are assigned applicable duties, within 30 days after they commence their duties.

Training will include the following:

- The purposes of the Accessibility for Ontarians with Disabilities Act, 2005;
- The requirements of the Accessibility Standards for Customer Service (Ontario Regulation 429/08);
- How to interact and communicate with people with various types of disabilities, including by telephone, email and alternative methods;
- How to interact with people with disabilities who use an assistive device or require the assistance of a service animal or a support person;
- How to interact with and respond to concerns about service animals;
- What to do if a person with a disability is having difficulty in accessing the company goods and services; and
- The Company policies, practices and procedures relating to the customer service standard.

Applicable Employees, Franchisees, Agents and Contractors will be trained on policies, practices and procedures that affect the way goods and services are provided to persons with disabilities. These Employees, Franchisees, Agents and Contractors will also be trained on an ongoing basis when changes are made to these policies, practices and procedures.

The Company will keep a log of the training it provides, including who was trained, on what and when.

6. Feedback process

The ultimate goal of the Company is to meet and surpass customer expectations while serving customers with disabilities. Comments on our services regarding how well those expectations are being met are welcome and appreciated.

Feedback regarding the way the Company provides goods and services to people with disabilities can be made via telephone, in-person, e-mail or by completing the Company's Accessibilities Feedback form. All feedback will be directed to our Head Office Representative, Silvana Galati.

Customers can expect to hear back within 10 calendar days of receipt of feedback. Complaints will be addressed according to the Company's regular complaint management procedures.

7. Modifications to this or other policies

We are committed to developing customer service policies that respect and promote the dignity and independence of persons with disabilities. Therefore, no changes will be made to this policy before considering the impact on people with disabilities.

Any Company policy that does not respect and promote the dignity and independence of persons with disabilities will be modified or removed.

8. Questions about this policy

This policy exists to achieve service excellence to Customers with disabilities. A notice advising Customers how they can request a copy of this Policy and all related documents will be posted on the Hero Certified Burgers website. Customers with disabilities who request a copy of this Policy will be provided it in a format that takes into account their disability.

If anyone has a question about the policy or the purpose of a policy is not understood, an explanation will be provided by our Head Office Representative.