



Cision Comms Cloud VPAT

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Product Description:

The Cision Comms Cloud, established in 2016, is a media monitoring and media engagement tool used by communications professionals to measure, and evaluate media coverage and to engage with media influencers. This tool can ingest content from broadcast, print, internet, and social media sources and presents these for review and analysis.

Product / Engineering Contacts:

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WCAG 2.0 Compliance:

Based on and in-depth audit performed in 2019, the Cision Comms Cloud is largely not compliant with most WCAG 2.0 requirements. The Cision Comms Cloud is not a public facing product, but instead accessible only by login and password, it is a private tool.

Research Methodology:

This was part of a UX-led research initiative in 2019. The goal was to get a grasp on our compliance for WCAG 2.0 A and AA accessibility. This research was conducted by Cision UX and Designer teams, review in-app experiences against the WCAG 2.0 guidance template and the AA guidance color template.

WCAG 2.0	Do We Meet AA Guideline?	Observation(s)
1.1 – Text Alternatives		
1.1.1 – Non-text Content		
A) Controls, Input	no	
B) Time-based media	n/a	
C) Test	n/a	
D) Sensory	n/a	
E) CAPTCHA	n/a	
F) Decoration, Formatting, Invisible	no	



1.2 – Time-based Media		
1.2.1 – Audio-only and Video-only (Prerecorded)	No	Both radio clips and video clips use automatic transcript within iframe. The transcript is not available in some browsers Often inaccurate Not detailed in any way (one long sentence)
1.2.2 – Captions (Prerecorded)	no	video audio does not include option for closed captioning
1.2.3 – Audio Description or Media Alternative (Prerecorded)	mixed	see 1.2.1
1.2.4 Captions (Live)	n/a	
1.2.5 Audio Description (prerecorded)	no	clips do not contain descriptions, and aren't talking-heads (one person in a static environment)
1.3 – Adaptable		
1.3.1 – Info and Relationships	no	
1.3.2 – Meaningful Sequence	no	
1.3.3 – Sensory Characteristics	mixed	There are some places where we specify location "click button at top-right". We also use colors, shapes, and sizes for charts.
1.4 – Distinguishable		
1.4.1 – Use of Color	mostly	Chart legends fail this, but I think we're generally compliant elsewhere. We need to watch out for things like only indicating status with a colored button (e.g. an active button, or an active pill, without referencing what has been activated elsewhere on the page, such as not using a different heading). Other areas of concern could be using green to indicated completed steps, or new items, without mentioning they're new, or changing something else about their appearance (like font-weight), and generally, staying away from "Green for on, red for off" mentality.
1.4.2 – Audio Control	yes	
1.4.3 – Contrast (minimum)	no	multiple locations throughout the app aren't using a AA contrast color scheme

1.4.4 – Resize text	no	Generally, we're pretty good here, much better than I thought. There are critical things that need fixed though to be compliant.
1.4.5 Images of Text	n/a	I don't think our devs would do this, and most images come from users or from outside sources, whom we have no control of

2.1 – Keyboard Accessible		
2.1.1 – Keyboard	no	
2.1.2 – No Keyboard Trap	mostly	
2.2 – Enough Time		
2.2.1 – Timing Adjustable	yes	
2.2.2 – Pause, Stop Hide	yes	--
2.3 – Seizures		
2.3.1 – Three Flashes or Below Threshold	n/a	
2.4 – Navigable		
2.4.1 – Bypass Blocks	no	
2.4.2 – Page Titled	yes	
2.4.3 – Focus Order	mostly	
2.4.4 – Link Purpose (In Context)	mostly	
2.4.5 – Multiple Ways	mostly	--
2.4.6 – Headings and Labels	mostly	
2.4.7 – Focus Visible	no	

3.1 – Readable		
3.1.1 – Language of Page	no	
3.1.2 – Language of Parts	n/a	
3.2 – Predictable		
3.2.1 – On Focus	mostly	
3.2.2 – On Input	yes	
3.2.3 – Consistent Navigation	yes	
3.2.4 – Consistent Identification	yes	



3.3 – Input Assistance		
3.3.1 – Error Identification	no	
3.3.2 – Labels or Instructions	yes	this pattern will eventually change, and needs to be implemented correctly in future tickets
3.3.3 – Error Suggestion	mostly	we don't give suggestions, but we do identify
3.3.4 – Error Prevention (Legal, Financial, Data)	n/a	

4.1 – Compatible		
4.1.1 – Parsing	yes	
4.1.2 – Name, Role, Value	no	

Accessibility (508/504)

Cision meets some of the Americans with Disabilities Act and Rehabilitation Act accessibility requirements in its application. The Company will make continued efforts to comply with the Americans with Disabilities Act (“ADA”) in a manner consistent with the Web Accessibility Initiative Web Content Accessibility (“WCAG”) guidelines after determining the full extent of its capabilities to meet specific accessibility requirement in a reasonable timeframe.