

# Accessibility Statement

## What is accessibility?

Accessibility, also known as Web accessibility, digital accessibility or eAccessibility, is the practice of creating websites that can be used by all visitors, including people with limitations, disabilities, or impairments.

## PrimaryBid Accessibility Statement

This statement applies only to [www.primarybid.com](http://www.primarybid.com), [app.primarybid.com](http://app.primarybid.com), and the [PrimaryBid mobile app](#), all run by PrimaryBid Limited. The content should be clear, concise, and easy to understand. We designed it to be used by as many people as possible.

This means that you and any user should be able to:

- easily zoom in up to 400% without any issues;
- navigate most pages on this website using only a keyboard;
- access a large part of the website through speech recognition software;
- listen to most of our website content with a screen reader.

We're also constantly doing our best to make the texts on our website as simple as possible to read and understand. If you have a disability and want to make your device easier to use, we highly recommend visiting [AbilityNet](#) for additional advice.

## How to report accessibility problems with this website?

We're consistently seeking ways to improve the accessibility of this website. Let us know if you find issues not listed on this page. Also, if you notice we do not meet specific accessibility requirements, feel free to [contact us](#). We're open to feedback or suggestions.

## Enforcement procedure

If you [contact us with a complaint](#) regarding an accessibility issue on our website or mobile applications and you are not 100% happy with our response, get in touch with the [Equality Advisory and Support Service](#).

## Compliance status

PrimaryBid is fully committed to making the <http://www.primarybid.com> website completely accessible, in line with the FCA Consumer Principle “to act to deliver good outcomes for retail customers.” For now, the website is partly compliant with Web Content Accessibility Guidelines (WCAG), version 2.1, Level AA.

## Non-accessible content

The website content listed below is non-accessible for the following reason(s):

- Some images lack a relevant text alternative. This fails WCAG 2.1 success criteria (1.1.1 Non-text content).
- A limited number of pages have content in different languages that haven't been labelled correctly. This fails the WCAG 2.1A success criteria (3.1.1 Language of page).
- The error messages on some forms are unclear or are not associated with specific form controls. This fails the WCAG 2.1 success criteria (3.3.1 Error identification).
- Not all IDs used in labels and active elements are unique or adherent to Accessible Rich Internet Applications (ARIA) semantic rules. This fails the WCAG 2.1 success criteria (4.1.1 Parsing).
- Our mobile app is only available in portrait mode. This fails the WCAG 2.1 success criteria (1.3.4 Orientation).

What's important is that we are continuously monitoring and working on tackling these issues. As soon as we solve them, we will update this statement.

## How did we test this website?

To comply with WCAG 2.1 A and AA standards, we tested and are continuously testing this website against the latest accessibility requirements.

## What are we doing to improve accessibility?

PrimaryBid is committed to testing and fixing all future content. When developing new software services, apps, features, or web pages, we always include accessibility-related acceptance criteria. And we will publish all accessibility updates on this page.

This statement was prepared on 10 May 2023. It was last reviewed on 26 May 2023.