

PRESS RELEASE



14/09/2017

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FIRST FOR HALIFAX AS BANK SCOOPS ABILITYNET DIGITAL SEAL OF APPROVAL

Halifax has become the first business to have its website and mobile app simultaneously accredited by accessibility specialists AbilityNet.

This is the first time an organisation in the UK has received the accolade across its digital platforms and is just one component of the bank's commitment to providing accessible digital services for all its customers.

AbilityNet works with organisations to ensure their digital content is accessible by the 13 million people in the UK with a disability – those who may have sight, literacy or other needs which make it more difficult for them to access online content.

As part of the project and ongoing partnership with AbilityNet, Halifax worked with users with disabilities to identify how to create a better experience on its website and mobile app.

Based on the feedback, Halifax reshaped the content and usability of its mobile app and online pages to help make them easier for people to navigate, regardless of their accessibility needs. The app and webpages include intuitive navigation, clearer page designs and accessible colours for users with visual impairments.

Nick Williams, Managing Director of Consumer Digital at Halifax said: "We're extremely proud to become the first UK organisation to have all of its digital channels accredited by AbilityNet. This is an ongoing process and is a great example of how we are not only providing straightforward and accessible online banking for everyone, but also supporting our wider commitment to helping Britain prosper."

Nigel Lewis, CEO of AbilityNet said:

"It's great to see Halifax leading the way on building accessibility into their website and mobile app. More and more disabled users tell us they are using mobile devices, so it's vitally important that customer-oriented business take a multi-channel approach to digital inclusion."

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Notes to Editors

About Lloyds Banking Group

Halifax is part of Lloyds Banking Group.

The Group launched its 2017 Helping Britain Prosper Plan, with a renewed focus on being 'more than a bank'.

Launched in 2014, the Helping Britain Prosper Plan set out seven public commitments supported by 26 individual metrics, designed to address some of the biggest issues facing Britain. The Group has grown its understanding of these issues over the past three years and, as with earlier Plans, has adapted its 2017 Plan to ensure it is even more powerful and in tune with today's market.

The 2017 Helping Britain Prosper Plan is more streamlined and the focus remains on how the Group can best help Britain. Five areas of focus have been identified as the biggest social and economic challenges to which the Group can respond, including a commitment to help Britain's digital capability by helping to train 700,000 individuals, SMEs and charities in digital skills this year with a target of 2.5m by 2020.

Lloyds Banking Group provides a diverse and wide range of facilities to meet the needs of customers. Our online banking services are suitable for use with assistive technologies such as screen readers. We offer SignVideo for British Sign Language users, as well as Text Relay and large print/Braille/audio communications.

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