

Making Email Accessible

The Disability Discrimination Act states that you must ensure your online services are accessible to disabled people.

To meet the needs of disabled people:

Emails to individuals

- Use plain English in all emails – avoid using jargon.
- Keep in mind that different email clients display emails differently.
- Use plain text emails to ensure the information is displayed to the recipients in the way you intend.
- Use plain text emails for maximum accessibility, especially for people using screenreaders.
- If you use HTML emails, follow the same accessibility guidelines as for web pages (WCAG 1.0 guidelines, priority II).
- For plain text emails, use the Text Email Newsletter (TEN) Standard – see www.headstar.com/ten.

Emails to groups

- Always clearly state who the email is from and your contact details.
- Protect your recipients' privacy: use the Bcc field for mailing addresses.
- If you use HTML emails, offer a plain text version as well, either:
 - let the recipient choose which version to subscribe to, or
 - send everyone the plain text with the HTML version attached.
- Do not send the email to people who have not requested it.
- Always offer your recipients an opportunity to opt out.

For more information, contact:

The Scottish Accessible Information Forum (SAIF)

Scottish Consumer Council, Royal Exchange House,
100 Queen Street, Glasgow G1 3DN

Tel: 0141 226 5261 Fax: 0141 221 0731 Text: 0141 226 8459

Email: info@saifscotland.org.uk Website: www.saifscotland.org.uk