Watermark’s mission is to put better data into the hands of administrators, faculty, and students everywhere in order to empower them to connect information and gain insights into learning which will drive meaningful improvements. We support hundreds of higher education institutions and millions of users with varying needs. We are committed to ensuring digital accessibility for everyone including people with disabilities by applying the relevant accessibility standards.

Watermark ensures accessibility is considered at all stages of product development from design to launch and is continually working to enhance the accessibility of our products. Specifically, we take the following measures to support designing and building accessible products:

* Including accessibility throughout our internal policies governing product development and support
* Integrating accessibility into our procurement practices
* Providing continual accessibility training for our staff
* Assigning clear accessibility targets and responsibilities
* Employing formal accessibility quality assurance methods
* Providing employees with different forums to help them stay updated on accessibility best practices

Conformance status

The [**Web Content Accessibility Guidelines (WCAG)**](https://www.w3.org/WAI/standards-guidelines/wcag/) provides guidance for designers and developers (for both websites and products) to improve accessibility for everyone including people with disabilities. It defines three levels of global conformance standards: Level A, Level AA, and Level AAA. Watermark has adopted WCAG 2.2, level A and AA as our go forward target for conformance. Conformance status for individual products is detailed on applicable Accessibility Conformance Reports (VPATs), which may be shared upon request to **support@watermarkinsights.com**.