

ACCESSIBILITY DECLARATION

INTRODUCTION

The internet currently constitutes the largest store of freedom of information for all users in general and for users with disabilities in particular.

As such, we attribute considerable importance to providing an equal opportunity to persons with disabilities to use the information displayed on the website and the facilitation of a better web-surfing experience.

We aspire to ensure that the digital services will be available to persons with disabilities and we have therefore invested considerable resources for ease of use of the website, for people with disabilities, as far as is possible, in the belief that every person has the right to be treated equally, with dignity, in comfort and independently.

HOW DOES ACCESSIBILITY WORK ON THE WEBSITE?

Adjustments and improvements have been made on this website in accordance with the Accessibility Directives in Israeli Standard 5568 “Guidelines for Accessing Content on the Internet” - to AA Standard.

This Israeli Standard is identical to the guidelines document of the Worldwide Web W3C Consortium, Web Content Accessibility Guidelines WCAG 2.0 December 2008 2.0 Edition (except for the national variations and additions referred to in it) which was approved as an Israeli Standard incorporating national variations and additions.

Our objective is to improve the website so that it will be available, comfortable and user-friendly for persons with disabilities of various kinds that make it difficult to operate the computer and the internet and thus to enable everyone to web-surf comfortably and quickly and to enjoy the benefit of the content and the services specially developed for the customers and the web-surfers.

It should be noted that, despite our efforts to make all the web pages on this website accessible, it is possible that it will be discovered that some parts of the website (certain pages, functions etc.) are not accessible. The accessing work is an ongoing lengthy and developing process, and we are hoping to improve the website’s accessibility for the benefit of all our customers, including those with disabilities.

WHAT IS ON THE MENU?

- Providing a facility for navigation by keyboard
- Providing a facility for navigating an adjustment of the website for the NVDA auxiliary technologies
- Providing a facility for navigating an enlargement of the site’s font to 4 different sizes.
- Providing a facility of navigating a stoppage of moving elements and the blockage of flickers
- Providing a facility for navigating a change in contrasting colors against a dark background
- Providing a facility for navigating a change in contrasting colors against a light background

- Providing a facility for navigating adaptation of the website for color blind persons
- Providing a facility for navigating a change to a more legible font
- Providing a facility for navigating an enlargement of the cursor changing its color to black or white
- Providing a facility for navigating an enlargement of the display to about 200%
- Providing a facility for navigating the highlighting of links on the website
- Providing a facility for navigating the highlighting of headings on the website
- Providing a facility for navigating the display of an alternative description for pictures
- Providing a facility for navigation of an accessibility declaration
- Providing a facility for navigating the sending accessibility feedback

ACCESSIBILITY ARRANGEMENTS IN THE COMPANY

Our company has accessed and implemented adjustments and improvements in the chain's stores and in the Company's internet website pursuant to Amendment No. 2 of the Equality of Rights for People with Disabilities Law, 5765-2005.

“The possibility of reaching a location, movement in and familiarization with it, use of and benefit from the service, receipt of information furnished or produced at the location or as part of the service or in relation thereto, use of their facilities and participation in their programs and activities, all on an equal, dignified, independent and safe manner”.

Our objective is to improve the website and the stores so that they will be available, comfortable and user-friendly for people with various kinds of disabilities giving rise to difficulties in terms of physical mobility and in operation of the computer and the internet thus enabling the public at large to enjoy the benefit of content and from the chain's services, when in accordance with the provisions of the law, the chain's stores have been rendered accessible as designated in the Accessibility Regulations and thus also the other matters in the sphere of accessibility of the service, as defined in the Access to the Service Regulations.

LIST OF THE ACCESSIBLE BRANCHES

- 1) Ayalon Shopping Mall - 301 Abba Hillel Silver Road, Ramat Gan
- 2) Big complex Eilat- Ha'satat 20 Eilat
- 3) Sea Mall Shopping Mall - Ha G'dud Ha'Ivri 6 Ashdod
- 4) Big complex Beersheba- Hebron Rd 21 Beersheba
- 5) HaZahav Shopping Mall - Sakharov 21 Rishon Le-Zion
- 6) Grand Shopping Mall Beersheba - Sderot Tuviahu 125 Beersheba
- 7) Grand Shopping Mall Haifa - Simcha Golan 54 Haifa
- 8) Azrieli Shopping Mall - 132 Menachem begin Road Tel Aviv Jaffa
- 9) The Big Shopping Mall Petach Tikvah - 72 Jabotinsky Petach Tikvah
- 10) Rehovot Shopping Mall - 2 Bilu Rehovot
- 11) TLV Shopping Mall - Hahashmonaim 100 Tel Aviv Jaffa
- 12) Mul Hayam Complex Hadera - Professor Dan Shechtman 10, Hadera
- 13) Shopping mall Carmiel - Ma'ale Camon 2 Carmiel
- 14) Shopping mall Arena Nahariya - Sprinzak 99 Nahariya
- 15) Afula mall- Yitshak Rabin Boulevard, 18, Afula

ACCESS AIDS IN ALL THE CHAIN'S STORES

- Accessible cashier
- Induction Loop at the cashier
- Accessible entrance
- Accessible fitting room

SERVICE TRAINING FOR EMPLOYEES

All the management and sales staff in the stores, and in the management offices, are being trained on the subject of accessibility

WAYS OF CONTACTING ACCESSIBILITY PROVIDERS

- Contact Fax Number for requests 03-6340077
- Electronic Mail contact_il@bershka.com

For queries regarding accessibility you should contact Avi Cohen the Company's Accessibility Coordinator

Email: Negishut@mutagim.com

Tel: 03-5386388