bitly

Bitly Accessibility Conformance Report

International Edition

(Based on VPAT® Version 2.4Rev)

Name of Product/Version: Bitly Connections Platform (bitly.com 2023-12-21)

Report Date: February 2024

Product Description: Bitly's Connections Platform is a URL shortener with robust link management software, advanced QR Code features, and a Link-in-bio solution.

Contact Information: accessibility@bit.ly

Notes:

- Bitly web based products support the last 10 versions of Chrome, Firefox, Edge, Safari, Chrome for Android, and Safari on iOS with > .05% of usage according to data from Browserslist.
- Bitly's support services and articles are provided by a third party tool called Zendesk Support. Zendesk Accessibility Documentation.
- Bitly's website utilizes Hubspot to power a form that we expose. Hubspot Accessibility Documentation.

- Bitly makes use of Google reCaptcha V3 on our sign in and sign up forms. reCAPTCHA V2 Accessibility Documentation (note this is for V2).
- Bitly uses Youtube to host video content, and provides captioning through automatic captioning.
- The scope of this version of the Bitly VPAT covers bitly.com (logged out) and app.bitly.com (logged in) websites, the Bitly developer documents site, the Bitly blog. At this time it does **NOT** cover the Bitly Chrome and Firefox browser extensions, the Bitly Android App, or the Bitly IOS App.
- For more information about the specific pages audited or the detected issues, please contact accessibility@bit.ly.

Evaluation Methods Used:

Automated Testing Tools: Bitly testers use a combination Axe DevTools and the WAVE Web Accessibility Evaluation Tool to assess the compliance of front-end features. Bitly front-end code changes undergo accessibility linting using Eslint - eslint-plugin-jsx-a11y as part of our continuous integration process.

Manual Testing: Customer facing changes to the Bitly Connections Platform are manually tested as part of the software development lifecycle. User interface changes undergo cross-browser and cross-platform testing, color contrast analysis, and mouseless keyboard navigation testing.

Continuous Monitoring: Bitly's quality assurance department performs periodic accessibility audits of the platform. Accessibility issues that are caught by continuous integration tests are categorized into a specific defect class in our test result reporting tool Report Portal.

Applicable Standards/Guidelines:

This report covers the degree of conformance for the following accessibility standard/guidelines:

Standard/Guideline	Included In Report
Web Content Accessibility Guidelines 2.0	Level A (Yes) Level AA (Yes) Level AAA (No)
Web Content Accessibility Guidelines 2.1	Level A (Yes) Level AA (Yes) Level AAA (No)
Revised Section 508 standards published January 18, 2017 and corrected January 22, 2018	(Yes)
EN 301 549 Accessibility requirements for ICT products and services - V3.1.1 (2019-11) *AND* EN 301 549 Accessibility requirements for ICT products and services - V3.2.1 (2021-03)	(Yes)

Terms

The terms used in the Conformance Level information are defined as follows:

- **Supports**: The functionality of the product has at least one method that meets the criterion without known defects or meets with equivalent facilitation.
- **Partially Supports**: Some functionality of the product does not meet the criterion.
- **Does Not Support**: The majority of product functionality does not meet the criterion.
- **Not Applicable**: The criterion is not relevant to the product.
- **Not Evaluated**: The product has not been evaluated against the criterion. This can be used only in WCAG 2.0 Level AAA.

WCAG 2.1 Report

Tables 1 and 2 also document conformance with:

- EN 301 549: Chapter 9 - Web, Sections 10.1-10.4 of Chapter 10 - Non-Web documents, and Sections 11.1-11.4 and 11.8.2 of Chapter 11 - Non-Web Software (open and closed functionality), and Sections 12.1.2 and 12.2.4 of Chapter 12 – Documentation
- Revised Section 508: Chapter 5 – 501.1 Scope, 504.2 Content Creation or Editing, and Chapter 6 – 602.3 Electronic Support Documentation.

Note: When reporting on conformance with the WCAG 2.x Success Criteria, they are scoped for full pages, complete processes, and accessibility-supported ways of using technology as documented in the WCAG 2.0 Conformance Requirements.

Table 1: Success Criteria, Level A

Notes:

Criteria	Conformance Level	Remarks and Explanations

1.1.1 Non-text Content (Level A)
Also applies to:
EN 301 549 Criteria
    ● 9.1.1.1 (Web)
    ● 10.1.1.1 (Non-web document)
    ● 11.1.1.1.1 (Open Functionality Software)
    ● 11.1.1.1.2 (Closed Functionality Software)
    ● 11.8.2 (Authoring Tool)
    ● 12.1.2 (Product Docs)
    ● 12.2.4 (Support Docs)
Revised Section 508
    ● 501 (Web)(Software)
    ● 504.2 (Authoring Tool)
    ● 602.3 (Support Docs)
	bitly.com: Does Not Support
	
	app.bitly.com: Partially Supports
	
	dev.bitly.com: Supports
	
	bitly.com/blog: Partially Supports
		bitly.com: The site does not provide sufficient text alternatives for the majority of the images used on the site. Functional elements also do not provide adequate text alternatives.
		
		app.bitly.com: The site provides sufficient text alternatives for most instances of non-text content. There are some exceptions:
		    ● Main Navigation: When collapsed, does not expose accessible labels.
		    ● Webhooks Settings page: Overflow icon does have support for non-text.
		    ● Analytics page: Click + scans by location map does not provide meaningful text alternatives.
		    ● Main navigation collapse icon is an SVG that does not provide meaningful non-text content.
		    ● Settings Profile: 2FA mobile number info button does not contain alternative text.
		
		dev.bitly.com: Non text elements provide sufficient text alternatives.
		
		bitly.com/blog: Text alternatives are mostly provided for non text content.
		    ● Images in blog articles that are from before 2021 provide an alt tag on images but it is not populated with any text.

1.2.1 Audio-only and Video-only (Prerecorded) (Level A)
Also applies to:
EN 301 549 Criteria
    ● 9.1.2.1 (Web)
    ● 10.1.2.1 (Non-web document)
    ● 11.1.2.1.1 (Open Functionality Software)
	bitly.com: Not Applicable
	
	app.bitly.com: Not Applicable
	
	dev.bitly.com: Not Applicable
		bitly.com: The site does not contain prerecorded audio-only or video-only media.
		
		app.bitly.com: The site does not contain prerecorded audio-only or video-only media.

Criteria	Conformance Level	Remarks and Explanations
11.1.2.1.2.1 and 11.1.2.1.2.2 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	**bitly.com/blog:** Not Applicable	**dev.bitly.com:** The site does not contain prerecorded audio-only or video-only media. **bitly.com/blog:** The site does not contain prerecorded audio-only or video-only media.
1.2.2 Captions (Prerecorded) (Level A) Also applies to: EN 301 549 Criteria 9.1.2.2 (Web) 10.1.2.2 (Non-web document) 11.1.2.2 (Open Functionality Software) 11.1.2.2 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	**bitly.com:** Not Applicable **app.bitly.com:** Not Applicable **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	**bitly.com:** The site does not contain prerecorded synchronized media. **app.bitly.com:** The site does not contain prerecorded synchronized media. **dev.bitly.com:** The site does not contain prerecorded synchronized media. **bitly.com/blog:** The site does not contain prerecorded synchronized media.
1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A) Also applies to: EN 301 549 Criteria 9.1.2.3 (Web) 10.1.2.3 (Non-web document) 11.1.2.3.1 (Open Functionality Software) 11.1.2.3.2 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	**bitly.com:** Not Applicable **app.bitly.com:** Not Applicable **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	**bitly.com:** The site does not contain prerecorded video content that would require audio description or a media alternative. **app.bitly.com:** The site does not contain prerecorded video content that would require audio description or a media alternative. **dev.bitly.com:** The site does not contain prerecorded video content that would require audio description or a media alternative. **bitly.com/blog:** The audited sites do not contain prerecorded video content that would require audio description or a media alternative.

Criteria	Conformance Level	Remarks and Explanations

1.3.1 Info and Relationships (Level A)
Also applies to:
EN 301 549 Criteria
    ● 9.1.3.1 (Web)
    ● 10.1.3.1 (Non-web document)
    ● 11.1.3.1.1 (Open Functionality Software)
    ● 11.1.3.1.2 (Closed Software)
    ● 11.8.2 (Authoring Tool)
    ● 12.1.2 (Product Docs)
    ● 12.2.4 (Support Docs)
Revised Section 508
    ● 501 (Web)(Software)
    ● 504.2 (Authoring Tool)
    ● 602.3 (Support Docs)
	bitly.com: Partially Supports
	
	app.bitly.com: Partially Supports
	
	dev.bitly.com: Supports
	
	bitly.com/blog: Supports
		bitly.com: Most visual structure and relationship information is provided through object information or is available in text. Exceptions include:
		    ● Home Page: There are elements that incorrectly use header elements for formatting larger text.
		    ● SSO Sign In page: The form field does not expose a programmatic label.
		    ● All Pages: Grouping related links are not denoted using the nav element.
		
		app.bitly.com: Most visual structure and relationship information is provided through object information or is available in text. Exceptions include:
		    ● Settings pages (multiple): tables being rendered do not uniformly make use of label, summary, scope, or header attributes.
		    ● Select Date Range modal and action sheet: The calendar component's (old and new) context is entirely dependent on the calendar's visual structure. The calendar is almost completely composed of Span elements and makes almost no use of labels or other assistive elements.
		
		dev.bitly.com: Visual structure and relationship information is provided through object information or is available in text.
		
		bitly.com/blog: Visual structure and relationship information is provided through object information or is available in text.

1.3.2 Meaningful Sequence (Level A)
Also applies to:
EN 301 549 Criteria
    ● 9.1.3.2 (Web)
    ● 10.1.3.2 (Non-web document)
    ● 11.1.3.2.1 (Open Functionality Software)
    ● 11.1.3.2.2 (Closed Software)
	bitly.com: Supports
	
	app.bitly.com: Supports
	
	dev.bitly.com: Supports
	
	bitly.com/blog: Supports
		bitly.com: The site content is presented in a meaningful sequence.
		
		app.bitly.com: The site content is presented in a meaningful sequence.

Criteria	Conformance Level	Remarks and Explanations
● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)		**dev.bitly.com:** The site content is presented in a meaningful sequence. **bitly.com/blog:** The site content is presented in a meaningful sequence.
1.3.3 Sensory Characteristics (Level A) Also applies to: EN 301 549 Criteria ● 9.1.3.3 (Web) ● 10.1.3.3 (Non-web document) ● 11.1.3.3 (Open Functionality Software) ● 11.1.3.3 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)	**bitly.com:** Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** Instructions provided for understanding Bitly's pricing and packaging make use of check marks which contain the alt attribute "included". **app.bitly.com:** While most instructions do not rely solely on sensory characteristics, the following pages contain exceptions: ● Pricing page: Check mark icons used to indicate included features requires knowledge of the shape of the object and doesn't provide alternative context. ● Settings pages (multiple): Trash can icons used to indicate deletion functionality rely on the shape of the object and do not provide alternative context. ● QR Code Customization Page: The color buttons do provide any alternative context. ● Dashboard Select Date Range action sheet relies on information conveyed by shape and/or location, specifically the calendar layout of the date range selector. **dev.bitly.com:** Instructions do not rely solely on sensory characteristics. **bitly.com/blog:** Instructions do not rely solely on sensory characteristics.
1.4.1 Use of Color (Level A) Also applies to: EN 301 549 Criteria	**bitly.com:** Supports **app.bitly.com:** Supports	**bitly.com:** Site content and functionality does not convey information through color alone.

Criteria	Conformance Level	Remarks and Explanations
9.1.4.1 (Web) 10.1.4.1 (Non-web document) 11.1.4.1 (Open Functionality Software) 11.1.4.1 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	**dev.bitly.com:** Supports **bitly.com/blog:** Supports	**app.bitly.com:** Site content and functionality does not convey information through color alone. **dev.bitly.com:** Site content and functionality does not convey information through color alone. **bitly.com/blog:** Site content and functionality does not convey information through color alone.
1.4.2 Audio Control (Level A) Also applies to: EN 301 549 Criteria 9.1.4.2 (Web) 10.1.4.2 (Non-web document) 11.1.4.2 (Open Functionality Software) 11.1.4.2 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	**bitly.com:** Not Applicable **app.bitly.com:** Not Applicable **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	**bitly.com:** The site does not contain audio that plays automatically. **app.bitly.com:** The site does not contain audio that plays automatically. **dev.bitly.com**: The site does not contain audio that plays automatically. **bitly.com/blog:** The site does not contain audio that plays automatically.
2.1.1 Keyboard (Level A) Also applies to: EN 301 549 Criteria 9.2.1.1 (Web) 10.2.1.1 (Non-web document) 11.2.1.1.1 (Open Functionality Software) 11.2.1.1.2 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool)	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** Most site functionality can be accessed and operated using a keyboard, the following pages contain exceptions: - Footer: The social links are not keyboard accessible. - Careers: The position filter buttons. - Social Media, Digital Marketing, Customer Service, For Developers pages: It is not possible to focus on the table of the key features. - Trust Center page: The FAQ section is not reachable with the keyboard. - Privacy page: The expandable elements are not reachable with the keyboard.

Criteria	Conformance Level	Remarks and Explanations
● 602.3 (Support Docs)		**app.bitly.com:** Site functionality cannot be consistently accessed and operated using a keyboard, the following pages contain examples: ● Dashboard page: Select Date Range action sheet, Referrers/Devices toggle. ● Link in Bio page: Sub navigation links are not keyboard accessible. ● Link in Bio Design page: Several customization options are not keyboard accessible. ● Link in Bio Track page: Click trend graph and button to sort table is not keyboard accessible. ● Campaigns page: Manage channels action sheet is not keyboard accessible. ● Integrations Settings page: Default App Group drop down is not keyboard accessible. **dev.bitly.com:** All functionality can be operated using a keyboard. **bitly.com/blog:** With an exception in a copy link button and two navigation dropdowns, the site's functionalities are operable with keyboard.
2.1.2 No Keyboard Trap (Level A) Also applies to: EN 301 549 Criteria ● 9.2.1.2 (Web) ● 10.2.1.2 (Non-web document) ● 11.2.1.2 (Open Functionality Software) ● 11.2.1.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)	**bitly.com:** Supports **app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The site does not include keyboard traps. **app.bitly.com:** The site does not include keyboard traps. **dev.bitly.com:** The site does not include keyboard traps. **bitly.com/blog:** The site does not include keyboard traps.

Criteria	Conformance Level	Remarks and Explanations
2.1.4 Character Key Shortcuts (Level A 2.1 only) Also applies to: EN 301 549 Criteria • 9.2.1.4 (Web) • 10.2.1.4 (Non-web document) • 11.2.1.4.1 (Open Functionality Software) • 11.2.1.4.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	**bitly.com:** Not Applicable **app.bitly.com:** Does Not Support **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	**bitly.com:** The site does not provide character key shortcuts. **app.bitly.com:** The site makes use of keyboard shortcuts, but does not provide ways to turn off, remap, or make it only active when that component has focus. Certain calendars, including the one on the Analytics page, also have their own keyboard commands, which are accessible using an aria labeled element. **dev.bitly.com:** The site does not provide character key shortcuts. **bitly.com/blog:** The site does not provide character key shortcuts.
2.2.1 Timing Adjustable (Level A) Also applies to: EN 301 549 Criteria • 9.2.2.1 (Web) • 10.2.2.1 (Non-web document) • 11.2.2.1 (Open Functionality Software) • 11.2.2.1 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	**bitly.com:** Not Applicable **app.bitly.com:** Not Applicable **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	**bitly.com:** The site does not include time limits. **app.bitly.com:** The site does not include time limits. **dev.bitly.com:** The site does not include time limits. **bitly.com/blog:** The site does not include time limits.

Criteria	Conformance Level	Remarks and Explanations
2.2.2 Pause, Stop, Hide (Level A) Also applies to: EN 301 549 Criteria ● 9.2.2.2 (Web) ● 10.2.2.2 (Non-web document) ● 11.2.2.2 (Open Functionality Software) ● 11.2.2.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)	**bitly.com:** Not Applicable **app.bitly.com:** Not Applicable **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	**bitly.com:** The site mostly does not include elements that move, blink, scroll, or auto-update. There are some Gif animations but they do not convey important context. **app.bitly.com:** The site does not include elements that move, blink, scroll, or auto-update. **dev.bitly.com:** The site does not include elements that move, blink, scroll, or auto-update. **bitly.com/blog:** The site does not include elements that move, blink, scroll, or auto-update.
2.3.1 Three Flashes or Below Threshold (Level A) Also applies to: EN 301 549 Criteria ● 9.2.3.1 (Web) ● 10.2.3.1 (Non-web document) ● 11.2.3.1 (Open Functionality Software) ● 11.2.3.1 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)	**bitly.com:** Supports **app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The site does not contain flashing content. **app.bitly.com:** The site does not contain flashing content. **dev.bitly.com:** The site does not contain flashing content. **bitly.com/blog:** The site does not contain flashing content.
2.4.1 Bypass Blocks (Level A) Also applies to: EN 301 549 Criteria ● 9.2.4.1 (Web) ● 10.2.4.1 (Non-web document) – Does not apply ● 11.2.4.1 (Open Functionality Software) – Does not apply ● 11.2.4.1 (Closed Software) – Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs)	**bitly.com:** Supports **app.bitly.com:** Does Not Support **dev.bitly.com:** Does Not Support **bitly.com/blog:** Supports	**bitly.com:** The site provides a mechanism to bypass the main navigation. **app.bitly.com:** The site does not provide a mechanism to bypass blocks of repeated content. **dev.bitly.com:** The site does not provide a mechanism to bypass blocks of repeated content.

Criteria	Conformance Level	Remarks and Explanations
● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) – Does not apply to non-web software ● 504.2 (Authoring Tool) ● 602.3 (Support Docs) – Does not apply to non-web docs		**bitly.com/blog:** The site provides a mechanism to bypass blocks of repeated content.
[2.4.2 Page Titled](#) (Level A) Also applies to: EN 301 549 Criteria ● 9.2.4.2 (Web) ● 10.2.4.2 (Non-web document) ● 11.2.4.2 (Open Functionality Software) - Does not apply ● 11.2.4.2 (Closed Software) – Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)	**bitly.com:** Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** All pages contain descriptive titles. **app.bitly.com:** There are several pages in the Settings section that do not contain unique titles and instead use "Bitly | Settings": ● Profile ● Integrations ● Custom Domains ● Users ● Groups ● Mobile Deep Links ● Webhooks ● CSV Bulk Shortening ● API **dev.bitly.com:** All pages contain descriptive titles. **bitly.com/blog:** All pages contain descriptive titles.
[2.4.3 Focus Order](#) (Level A) Also applies to: EN 301 549 Criteria ● 9.2.4.3 (Web) ● 10.2.4.3 (Non-web document) ● 11.2.4.3 (Open Functionality Software) ● 11.2.4.3 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The site's components receive focus in meaningful order. Exceptions include: ● Main Navigation: Links within the dropdowns receive focus but are both not visible and thus not adjacent to their trigger control. ● Home page: The slideshow buttons are not correctly sequenced. **app.bitly.com:** The site's components receive focus in meaningful order. Exceptions include: ● Main Navigation: When collapsed, this component exposes several elements that receive focus but are not visible.

Criteria	Conformance Level	Remarks and Explanations
		● Settings Navigation: Header elements of setting pages appear below sections of the Settings Navigation. ● Dashboard page: Date filter and Export Icons are not correctly sequenced. ● Leave Feedback Modal (Pendo): Close Icon is not the first focusable element. ● Analytics page: The analytics cards are not correctly sequenced. **dev.bitly.com:** The site's components receive focus in meaningful order. **bitly.com/blog:** The site's components receive focus in meaningful order.
2.4.4 Link Purpose (In Context) (Level A) Also applies to: EN 301 549 Criteria ● 9.2.4.4 (Web) ● 10.2.4.4 (Non-web document) ● 11.2.4.4 (Open Functionality Software) ● 11.2.4.4 (Closed Software ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)	**bitly.com:** Partially Supports **app.bitly.com:** Does Not Support **dev.bitly.com:** Partially Supports **bitly.com/blog:** Partially Supports	**bitly.com:** The purpose of each link can mostly be determined from the link text alone or from the programmatic context of the link. Examples include: ● Home page: Learn More links. ● Pricing page: Get Started links. **app.bitly.com:** The purpose of each link cannot consistently be determined from the link text alone or from the programmatic context of the link. Examples include: ● Main Navigation: Create New button and when the navigation elements are collapsed. ● Sub Navigation: User dropdown menu. ● Dashboard page: The date picker button. ● Links page: Short and long links in individual link cards. ● QR Code Customize page: Most of the customization option buttons. ● Analytics page: Top performing section. ● Campaigns: Create Campaign action sheet view all link. ● Settings Billing and Usage page: edit link.

Criteria	Conformance Level	Remarks and Explanations
		● Settings Custom Domains: manage link. **dev.bitly.com:** The purpose of each link in the site can be determined from the link text alone or from the programmatic context of the link. **bitly.com/blog:** Some links in the site use the same visible text or name but redirect to different sites, creating a dependency on the context.
2.5.1 Pointer Gestures (Level A 2.1 only) Also applies to: EN 301 549 Criteria ● 9.2.5.1 (Web) ● 10.2.5.1 (Non-web document) ● 11.2.5.1 (Open Functionality Software) ● 11.2.5.1 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 – Does not apply	**bitly.com:** Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The site does not rely on multipoint or path-based gestures. **app.bitly.com:** The site mostly does not rely on multipoint or path-based gestures. The one notable exception is the Link in Bio Links page, which exposes drag and drop functionality that is not compatible with touch screens. **dev.bitly.com:** The site does not rely on multipoint or path-based gestures. **bitly.com/blog:** The site does not rely on multipoint or path-based gestures.
2.5.2 Pointer Cancellation (Level A 2.1 only) Also applies to: EN 301 549 Criteria ● 9.2.5.2 (Web) ● 10.2.5.2 (Non-web document) ● 11.2.5.2 (Open Functionality Software) ● 11.2.5.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 – Does not apply	**bitly.com:** Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The site functions that use a single pointer are completed when the user releases the pointer. **app.bitly.com:** The site mostly does not rely on multipoint or path-based gestures. The one notable exception is the Link in Bio Links page, which exposes drag and drop functionality that is not compatible with touch screens. **dev.bitly.com:** The site functions that use a single pointer are completed when the user releases the pointer. **bitly.com/blog:** The site functions that use a single pointer are completed when the user releases the pointer.

Criteria	Conformance Level	Remarks and Explanations

2.5.3 Label in Name (Level A 2.1 only)
Also applies to:
EN 301 549 Criteria
   ● 9.2.5.3 (Web)
   ● 10.2.5.3 (Non-web document)
   ● 11.2.5.3.1 (Open Functionality Software)
   ● 11.2.5.3.2 (Closed Software)
   ● 11.8.2 (Authoring Tool)
   ● 12.1.2 (Product Docs)
   ● 12.2.4 (Support Docs)
Revised Section 508 – Does not apply
	bitly.com: Supports
	
	app.bitly.com: Supports
	
	dev.bitly.com: Supports
	
	bitly.com/blog: Supports
		bitly.com: The accessible name of each user interface component that includes a visible text label corresponds to that label text.
		
		app.bitly.com: The accessible name of each user interface component that includes a visible text label corresponds to that label text.
		
		dev.bitly.com: The accessible name of each user interface component that includes a visible text label corresponds to that label text.
		
		bitly.com/blog: The accessible name of each user interface component that includes a visible text label corresponds to that label text.

2.5.4 Motion Actuation (Level A 2.1 only)
Also applies to:
EN 301 549 Criteria
   ● 9.2.5.4 (Web)
   ● 10.2.5.4 (Non-web document)
   ● 11.2.5.4 (Open Functionality Software)
   ● 11.2.5.4 (Closed Software)
   ● 11.8.2 (Authoring Tool)
   ● 12.1.2 (Product Docs)
   ● 12.2.4 (Support Docs)
Revised Section 508 – Does not apply
	bitly.com: Not Applicable
	
	app.bitly.com: Not Applicable
	
	dev.bitly.com: Not Applicable
	
	bitly.com/blog: Not Applicable
		bitly.com: The site does not have functionality operated by device motion or user motion.
		
		app.bitly.com: The site does not have functionality operated by device motion or user motion.
		
		dev.bitly.com: The site does not have functionality operated by device motion or user motion.
		
		bitly.com/blog: The site does not have functionality operated by device motion or user motion.

3.1.1 Language of Page (Level A)
Also applies to:
EN 301 549 Criteria
   ● 9.3.1.1 (Web)
   ● 10.3.1.1 (Non-web document)
   ● 11.3.1.1.1 (Open Functionality Software)
   ● 11.3.1.1.2 (Closed Software)
   ● 11.8.2 (Authoring Tool)
   ● 12.1.2 (Product Docs)
   ● 12.2.4 (Support Docs)
Revised Section 508
   ● 501 (Web)(Software)
	bitly.com: Partially Supports
	
	app.bitly.com: Supports
	
	dev.bitly.com: Supports
	
	bitly.com/blog: Supports
		bitly.com: The default language of the site is identified using the lang attribute in the html element. Documented exceptions are:
		   ● Sign In Page: There is no language attribute.
		   ● Sign Up Page: There is no language attribute.
		   ● SSO Sign In page: There is no language attribute.
		
		app.bitly.com: The default language of the site is identified using the lang attribute in the html element.
		
		dev.bitly.com: The default language of the site is identified using the lang attribute in the html element.

Criteria	Conformance Level	Remarks and Explanations
● 504.2 (Authoring Tool) ● 602.3 (Support Docs)		**bitly.com/blog:** The default language of the site is identified using the lang attribute in the html element.

3.2.1 On Focus (Level A)
Also applies to:
EN 301 549 Criteria
    ● 9.3.2.1 (Web)
    ● 10.3.2.1 (Non-web document)
    ● 11.3.2.1 (Open Functionality Software)
    ● 11.3.2.1 (Closed Software)
    ● 11.8.2 (Authoring Tool)
    ● 12.1.2 (Product Docs)
    ● 12.2.4 (Support Docs)
Revised Section 508
    ● 501 (Web)(Software)
    ● 504.2 (Authoring Tool)
    ● 602.3 (Support Docs)
	bitly.com: Supports
	
	app.bitly.com: Supports
	
	dev.bitly.com: Supports
	
	bitly.com/blog: Supports
		bitly.com: The focus on the web site components does not initiate changes of context.
		
		app.bitly.com: The focus on the web site components does not initiate changes of context
		
		dev.bitly.com: The focus on the web site components does not initiate changes of context
		
		bitly.com/blog: The focus on the web site components does not initiate changes of context

3.2.2 On Input (Level A)
Also applies to:
EN 301 549 Criteria
    ● 9.3.2.2 (Web)
    ● 10.3.2.2 (Non-web document)
    ● 11.3.2.2 (Open Functionality Software)
    ● 11.3.2.2 (Closed Software)
    ● 11.8.2 (Authoring Tool)
    ● 12.1.2 (Product Docs)
    ● 12.2.4 (Support Docs)
Revised Section 508
    ● 501 (Web)(Software)
    ● 504.2 (Authoring Tool)
    ● 602.3 (Support Docs)
	bitly.com: Supports
	
	app.bitly.com: Partially Supports
	
	dev.bitly.com: Supports
	
	bitly.com/blog: Supports
		bitly.com: Changes of context do not occur automatically on user input.
		
		app.bitly.com: Changes of context mostly do not occur automatically on user input with the following exceptions
		    ● Campaigns page: The Manage Channels Action Sheet creates multiple changes of context after interacting with input in the form.
		    ● QR Codes create page: The Destination URL field applies https protocol to URLs that do not contain it.
		    ● QR Codes customization page: Multiple interactive elements do not contain accessible labels.
		
		dev.bitly.com: Changes of context do not occur automatically on user input.
		
		bitly.com/blog: Changes of context do not occur automatically on user input.

Criteria	Conformance Level	Remarks and Explanations
3.3.1 Error Identification (Level A) Also applies to: EN 301 549 Criteria ● 9.3.3.1 (Web) ● 10.3.3.1 (Non-web document) ● 11.3.3.1.1 (Open Functionality Software) ● 11.3.3.1.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)	**bitly.com:** Supports **app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The website provides text description when a mandatory field is not completed or the format is wrong. **app.bitly.com:** The website provides text description when a mandatory field is not completed or the format is wrong. Failed network transactions are exposed through toast notifications. A subset of error handling around failed network transactions rely on generic error text. **dev.bitly.com:** The website does not expose any forms where errors would be necessary. **bitly.com/blog:** The website provides text description when a mandatory field is not completed or the format is wrong.
3.3.2 Labels or Instructions (Level A) Also applies to: EN 301 549 Criteria ● 9.3.3.2 (Web) ● 10.3.3.2 (Non-web document) ● 11.3.3.2 (Open Functionality Software) ● 11.3.3.2 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The inputs in the website mostly have visible instructions or labels that also can be programmatically determined. Exceptions include: ● Home page: Interactive elements in the testimonial section do not contain accessible labels. **app.bitly.com:** The inputs in the website mostly have visible instructions or labels that also can be programmatically determined. Exceptions include: ● Main Navigation: When collapsed, do not contain accessible labels. ● Dashboard page: The group switcher dropdown does not contain an accessible label. Date range button does not contain an accessible label. ● Links page: Check boxes for individual links do not have accessible labels. ● Analytics page: Pagination elements in widgets do not contain accessible labels.

Criteria	Conformance Level	Remarks and Explanations
		- Campaigns page: Multiple interactive elements pertaining to creation of campaigns do not contain accessible labels. - Custom Domains page: The trash can element does not contain an accessible label. - Groups Settings page: Default QR code logo radio toggle does not contain an accessible label. - Pricing page: Month/Annual radio toggle does not contain an accessible label. - Payment form page: Multiple fields in the form do not contain an accessible label. **dev.bitly.com:** The inputs in the website have visible instructions or labels that also can be programmatically determined. **bitly.com/blog:** The inputs in the website have visible instructions or labels that also can be programmatically determined.
4.1.1 Parsing (Level A) Also applies to: EN 301 549 Criteria - 9.4.1.1 (Web) - 10.4.1.1 (Non-web document) - 11.4.1.1.1 (Open Functionality Software) - 11.4.1.1.2 (Closed Software) – Does not apply - 11.8.2 (Authoring Tool) - 12.1.2 (Product Docs) - 12.2.4 (Support Docs) Revised Section 508 - 501 (Web)(Software) - 504.2 (Authoring Tool) - 602.3 (Support Docs)	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The site makes heavy use of alt attributes that are not assigned to a value. This is invalid html and might cause issues for assistive technology. **app.bitly.com:** The site mostly uses semantically correct markup for all interface elements, has complete start and end tags, and has tags with unique ID values. The places where that is not the case are: - Links page: Broken ARIA menu. **dev.bitly.com:** The site uses semantically correct markup for all interface elements, has complete start and end tags, and has tags with unique ID values. **bitly.com/blog:** The site uses semantically correct markup for all interface elements, has complete start and end tags, and has tags with unique ID values.

Criteria	Conformance Level	Remarks and Explanations

4.1.2 Name, Role, Value (Level A)
Also applies to:
EN 301 549 Criteria
    ● 9.4.1.2 (Web)
    ● 10.4.1.2 (Non-web document)
    ● 11.4.1.2.1 (Open Functionality Software)
    ● 11.4.1.2.2 (Closed Software) – Does not apply
    ● 11.8.2 (Authoring Tool)
    ● 12.1.2 (Product Docs)
    ● 12.2.4 (Support Docs)
Revised Section 508
    ● 501 (Web)(Software)
    ● 504.2 (Authoring Tool)
    ● 602.3 (Support Docs)
	bitly.com: Supports
	
	app.bitly.com: Partially Supports
	
	dev.bitly.com: Supports
	
	bitly.com/blog: Supports
		bitly.com: The name, role, and value of the user interface components can be programmatically determined, with an exception in the navigation buttons of the customer opinions section where only the role is provided.
		
		app.bitly.com: The name, role, and value of the user interface components can mostly be programmatically determined. Exceptions include:
		    ● Dashboard page: multiple intractable elements in the Select Date Range action sheet lack name and role information.
		    ● Campaigns page: multiple intractable elements in the Create Campaign action sheet lack name and role information.
		    ● Edit and trash can icons across the site do not have a name, role, or value that can be programmatically determined.
		dev.bitly.com: The name, role, and value of the user interface components can be programmatically determined.
		
		bitly.com/blog: The name, role, and value of the user interface components can be programmatically determined.

Table 2: Success Criteria, Level AA

Notes:

Criteria	Conformance Level	Remarks and Explanations

1.2.4 Captions (Live) (Level AA)
Also applies to:
EN 301 549 Criteria
    ● 9.1.2.4 (Web)
    ● 10.1.2.4 (Non-web document)
    ● 11.1.2.4 (Open Functionality Software)
	bitly.com: Not Applicable
	
	app.bitly.com: Not Applicable
	
	dev.bitly.com: Not Applicable
		bitly.com: The site does not contain live synchronized media.
		
		app.bitly.com: The site does not contain live synchronized media.

Criteria	Conformance Level	Remarks and Explanations
• 11.1.2.4 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	**bitly.com/blog:** Not Applicable	**dev.bitly.com:** The site does not contain live synchronized media. **bitly.com/blog:** The site does not contain live synchronized media.
1.2.5 Audio Description (Prerecorded) (Level AA) Also applies to: EN 301 549 Criteria • 9.1.2.5 (Web) • 10.1.2.5 (Non-web document) • 11.1.2.5 (Open Functionality Software) • 11.1.2.5 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	**bitly.com:** Not Applicable **app.bitly.com:** Not Applicable **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	**bitly.com:** The site does not contain prerecorded video content that would require audio description. **app.bitly.com:** The site does not contain prerecorded video content that would require audio description. **dev.bitly.com:** The site does not contain prerecorded video content that would require audio description. **bitly.com/blog:** The site does not contain prerecorded video content that would require audio description.
1.3.4 Orientation (Level AA 2.1 only) Also applies to: EN 301 549 Criteria • 9.1.3.4 (Web) • 10.1.3.4 (Non-web document) • 11.1.3.4 (Open Functionality Software) • 11.1.3.4 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	**bitly.com:** Supports **app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The content of the site does not restrict its view and operation to a single display orientation. **app.bitly.com:** The content of the site does not restrict its view and operation to a single display orientation. **dev.bitly.com:** The content of the site does not restrict its view and operation to a single display orientation. **bitly.com/blog:** The content of the site does not restrict its view and operation to a single display orientation.
1.3.5 Identify Input Purpose (Level AA 2.1 only) Also applies to: EN 301 549 Criteria	**bitly.com:** Supports **app.bitly.com:** Supports	**bitly.com:** The purpose of each input field collecting information about the user can be programmatically determined.

Criteria	Conformance Level	Remarks and Explanations
9.1.3.5 (Web) 10.1.3.5 (Non-web document) 11.1.3.5.1 (Open Functionality Software) 11.1.3.5.2 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 – Does not apply	**dev.bitly.com:** Not applicable **bitly.com/blog:** Not applicable	**app.bitly.com:** The purpose of each input field collecting information about the user can be programmatically determined. **dev.bitly.com:** The site does not contain input fields that require the user to enter personally identifiable information. **bitly.com/blog:** The site does not contain input fields that require the user to enter personally identifiable information.
1.4.3 Contrast (Minimum) (Level AA) Also applies to: EN 301 549 Criteria 9.1.4.3 (Web) 10.1.4.3 (Non-web document) 11.1.4.3 (Open Functionality Software) 11.1.4.3 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** Most text in the site meets minimum contrast requirements. Exceptions include: - Pricing page: Upsell text does not meet minimum contrast requirements. **app.bitly.com:** Most text in the site meets minimum contrast requirements. Exceptions include: - QR Code Creation page - Main Navigation: "Try it" text. - Analytics page: In the filter, the current selection and "No tags" text does not meet minimum contrast requirements. - QR Codes page: Disabled text in the progress tracker does not does not meet minimum contrast requirements. - Settings Groups page: "member since" text and notification email help text do not meet minimum contrast requirements. - Settings Billing and Usage page: "You have not made any payments" text does not meet minimum contrast requirements. - Settings pages: Inactive buttons do not meet minimum contrast requirements.

Criteria	Conformance Level	Remarks and Explanations
		● Links page: The action sheet calendar non-selected dates do not meet minimum contrast requirements. **dev.bitly.com:** Text meets minimum contrast requirements. **bitly.com/blog:** Text meets minimum contrast requirements.
[1.4.4 Resize text](#) (Level AA) 　　Also applies to: 　　EN 301 549 Criteria 　　　● 9.1.4.4 (Web) 　　　● 10.1.4.4 (Non-web document) 　　　● 11.1.4.4.1 (Open Functionality Software) 　　　● 11.1.4.4.2 (Closed Software) 　　　● 11.8.2 (Authoring Tool) 　　　● 12.1.2 (Product Docs) 　　　● 12.2.4 (Support Docs) 　　Revised Section 508 　　　● 501 (Web)(Software) 　　　● 504.2 (Authoring Tool) 　　　● 602.3 (Support Docs)	**bitly.com:** Partially Supports **app.bitly.com:** Does Not Support **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** Content and user interfaces mostly support standard zoom capabilities built into modern web browsers and operating systems with the notable exception of the main navigation. Resizing text elements to 200% removes the ability of the user to access the majority of links in the main navigation dropdowns. **app.bitly.com:** The <meta name="viewport"> element disables text scaling and zooming. Many aspects of the application are not usable when scaled to 200%: 　● Main Navigation: Resizing text elements to removes the ability of the user to access the settings section of the main navigation. 　● Help Center (Pendo integration) - The widget's header and navigation elements (including the close icon) are not visible when elements on the page are resized. **dev.bitly.com:** Site content and user interfaces support standard zoom capabilities built into modern web browsers and operating systems. **bitly.com/blog:** Site content and user interfaces support standard zoom capabilities built into modern web browsers and operating systems.
[1.4.5 Images of Text](#) (Level AA)	**bitly.com:** Supports	**bitly.com:** The site uses text instead of images of text.

Criteria	Conformance Level	Remarks and Explanations
Also applies to: EN 301 549 Criteria ● 9.1.4.5 (Web) ● 10.1.4.5 (Non-web document) ● 11.1.4.5.1 (Open Functionality Software) ● 11.1.4.5.2 (Closed Software) – Does not apply ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 ● 501 (Web)(Software) ● 504.2 (Authoring Tool) ● 602.3 (Support Docs)	**app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**app.bitly.com:** The site uses text instead of images of text. **dev.bitly.com:** The site uses text instead of images of text. **bitly.com/blog:** The site uses text instead of images of text.
1.4.10 Reflow (Level AA 2.1 only) Also applies to: EN 301 549 Criteria ● 9.1.4.10 (Web) ● 10.1.4.10 (Non-web document) ● 11.1.4.10 (Open Functionality Software) ● 11.1.4.10 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 – Does not apply	**bitly.com:** Partially Supports **app.bitly.com:** Does Not Support **dev.bitly.com:** Partially Supports **bitly.com/blog:** Partially Supports	**bitly.com:** All functionality supports reflow with the exception of the main navigation which does correctly render links at 320 pixel width. **app.bitly.com:** The content on the site's webpage does not consistently support reflow. The majority of the functionality on the site is not usable at 320 pixel width. **dev.bitly.com:** All functionality supports reflow with the exception of the code examples which require the user to scroll horizontally to see the full text at 320 pixel width. **bitly.com/blog:** All functionality supports reflow with the exception of the main navigation which does correctly render links at 320 pixel width.
1.4.11 Non-text Contrast (Level AA 2.1 only) Also applies to: EN 301 549 Criteria ● 9.1.4.11 (Web) ● 10.1.4.11 (Non-web document) ● 11.1.4.11 (Open Functionality Software) ● 11.1.4.11 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs)	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** Most meaningful non-text content elements in the site have sufficient contrast. Exceptions include: ● Home page: Testimonials make use of a 5 star image which does not have sufficient contrast against white background. ● Pricing page: "Most Popular" option card, while page is toggled to "monthly" does not have sufficient contrast against white background.

Criteria	Conformance Level	Remarks and Explanations
● 12.2.4 (Support Docs) Revised Section 508 – Does not apply		**app.bitly.com:** Most meaningful non-text content elements in the site have sufficient contrast. Exceptions include: ● Dashboard page: Select date range action sheet multiple elements do not have sufficient contrast against white background. **dev.bitly.com:** Meaningful non-text content elements in the site have sufficient contrast. **bitly.com/blog:** Meaningful non-text content elements in the site have sufficient contrast.
1.4.12 Text Spacing (Level AA 2.1 only) Also applies to: EN 301 549 Criteria ● 9.1.4.12 (Web) ● 10.1.4.12 (Non-web document) ● 11.1.4.12 (Open Functionality Software) ● 11.1.4.12 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 – Does not apply	**bitly.com:** Supports **app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The spacing between letters, words, lines of text and/or paragraphs meet the criteria. **app.bitly.com:** The spacing between letters, words, lines of text and/or paragraphs meet the criteria. **dev.bitly.com:** The spacing between letters, words, lines of text and/or paragraphs meet the criteria. **bitly.com/blog:** The spacing between letters, words, lines of text and/or paragraphs meet the criteria.
1.4.13 Content on Hover or Focus (Level AA 2.1 only) Also applies to: EN 301 549 Criteria ● 9.1.4.13 (Web) ● 10.1.4.13 (Non-web document) ● 11.1.4.13 (Open Functionality Software) ● 11.1.4.13 (Closed Software) ● 11.8.2 (Authoring Tool) ● 12.1.2 (Product Docs) ● 12.2.4 (Support Docs) Revised Section 508 – Does not apply	**bitly.com:** Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Does Not Support	**bitly.com:** The main navigation exposes custom dropdowns when hovered/focused. This additional content is dismissible using the esc key. The site makes use of tooltips, but they are positioned in a way to not obscure other content. **app.bitly.com:** There are a number of pages that expose tooltips or drop or dropdowns which are not dismissible without moving the pointer. ● Pricing page. ● Link in Bio page.

Criteria	Conformance Level	Remarks and Explanations
		dev.bitly.com: The site does not contain content elements triggered by hover or focus. **bitly.com/blog:** The main navigation exposes dropdowns which are not dismissible without moving the pointer.
2.4.5 Multiple Ways (Level AA) Also applies to: EN 301 549 Criteria • 9.2.4.5 (Web) • 10.2.4.5 (Non-web document) – Does not apply • 11.2.4.5 (Open Functionality Software) – Does not apply • 11.2.4.5 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) – Does not apply to non-web software • 504.2 (Authoring Tool) • 602.3 (Support Docs) – Does not apply to non-web docs	**bitly.com:** Supports **app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The site exposes both a header and footer navigation. **app.bitly.com:** The site exposes a navigation on the left side of the single page app in addition to a search bar. **dev.bitly.com:** The API reference documentation is a single page, and also features a side navigation. **bitly.com/blog:** The website offers a search function and a list of links in the footer of its pages.
2.4.6 Headings and Labels (Level AA) Also applies to: EN 301 549 Criteria • 9.2.4.6 (Web) • 10.2.4.6 (Non-web document) • 11.2.4.6 (Open Functionality Software) • 11.2.4.6 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Partially Supports **bitly.com/blog:** Supports	**bitly.com:** Most headings and labels in the site are descriptive. Header elements are misused to format large text on the bitly.com landing page. **app.bitly.com:** Most headings and labels in the site are descriptive. There are a few exceptions on older features where header elements are not present on the page, or interactive elements do not contain appropriate labels: • Custom Links page: does not contain any <h1> element to indicate the function of the page. • Select Date Range Action Sheet: The calendar element does not contain a meaningful label. • QR Codes page: The dropdown button does not contain a meaningful label. **dev.bitly.com:** Provided code example blocks do not include a meaningful label.

Criteria	Conformance Level	Remarks and Explanations
		bitly.com/blog: Headings and labels in the site are descriptive.
2.4.7 Focus Visible (Level AA) Also applies to: EN 301 549 Criteria • 9.2.4.7 (Web) • 10.2.4.7 (Non-web document) • 11.2.4.7 (Open Functionality Software) • 11.2.4.7 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	**bitly.com:** Partially Supports **app.bitly.com:** Does Not Support **dev.bitly.com:** Supports **bitly.com/blog:** Partially Supports	**bitly.com:** All focusable elements in site have a visible keyboard focus indicator with the exception of app connector elements on the App Connectors page. **app.bitly.com:** There are many instances of places where focus is either there is no styling change to highlight that an element is in focus or elements that should be valid targets for focus are not focusable using keyboard navigation. The bulk of these issues are centralized around a few settings pages and implementation of "action sheet" elements in older parts of the application. The Create new button is important to highlight as having no discernible focus state. **dev.bitly.com:** All focusable elements in site have a visible keyboard focus indicator. **bitly.com/blog:** Short links and copy buttons in articles do not have discernible focus states. The sign up button in the footer does not have a focus state.
3.1.2 Language of Parts (Level AA) Also applies to: EN 301 549 Criteria • 9.3.1.2 (Web) • 10.3.1.2 (Non-web document) • 11.3.1.2 (Open Functionality Software) – Does not apply • 11.3.1.2 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	**bitly.com:** Partially Supports **app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** Within the site's web page, the language of each portion of the page is programmatically determinable. The sign in and sign up pages do not have a lang attribute. **app.bitly.com:** Within the site's web page, the language of each portion of the page is programmatically determinable. **dev.bitly.com:** Within the site's web page, the language of each portion of the page is programmatically determinable.

Criteria	Conformance Level	Remarks and Explanations
		bitly.com/blog: Within the site's web page, the language of each portion of the page is programmatically determinable.
3.2.3 Consistent Navigation (Level AA) Also applies to: EN 301 549 Criteria • 9.3.2.3 (Web) • 10.3.2.3 (Non-web document) – Does not apply • 11.3.2.3 (Open Functionality Software) – Does not apply • 11.3.2.3 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) – Does not apply to non-web software • 504.2 (Authoring Tool) • 602.3 (Support Docs) – Does not apply to non-web docs	**bitly.com:** Supports **app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	**bitly.com:** The site provides consistent and repeatable navigation. **app.bitly.com:** The site provides consistent and repeatable navigation. **dev.bitly.com:** The site provides consistent and repeatable navigation. **bitly.com/blog:** The site provides consistent and repeatable navigation.
3.2.4 Consistent Identification (Level AA) Also applies to: EN 301 549 Criteria • 9.3.2.4 (Web) • 10.3.2.4 (Non-web document) – Does not apply • 11.3.2.4 (Open Functionality Software) – Does not apply • 11.3.2.4 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) – Does not apply to non-web software • 504.2 (Authoring Tool) • 602.3 (Support Docs) – Does not apply to non-web docs	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Partially Supports	**bitly.com:** Text alternatives for SVG icons used across the site are either null or empty versus rendered icons. **app.bitly.com:** Text alternatives to icons used across the site are mostly either null or empty. **dev.bitly.com:** Components that have the same functionality within the site are identified consistently. **bitly.com/blog:** Text alternatives to icons used across the site are either null or empty.
3.3.3 Error Suggestion (Level AA) Also applies to: EN 301 549 Criteria • 9.3.3.3 (Web) • 10.3.3.3 (Non-web document)	**bitly.com:** Supports **app.bitly.com:** Supports **dev.bitly.com:** Not Applicable	**bitly.com:** Contextual errors are displayed when required fields receive empty/invalid input. **app.bitly.com:** Contextual errors are displayed when required fields receive empty/invalid input.

Criteria	Conformance Level	Remarks and Explanations
11.3.3.3 (Open Functionality Software) 11.3.3.3 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	**bitly.com/blog:** Not Applicable	**dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA) Also applies to: EN 301 549 Criteria 9.3.3.4 (Web) 10.3.3.4 (Non-web document) 11.3.3.4 (Open Functionality Software) 11.3.3.4 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	**bitly.com:** Not Applicable **app.bitly.com:** Supports **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	**bitly.com:** Not Applicable **app.bitly.com:** Web pages that cause legal commitments or financial transactions are reversible, checked, and confirmed. **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable
4.1.3 Status Messages (Level AA 2.1 only) Also applies to: EN 301 549 Criteria 9.4.1.3 (Web) 10.4.1.3 (Non-web document) 11.4.1.3 (Open Functionality Software) 11.4.1.3 (Closed Software) – Does not apply 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 – Does not apply	**bitly.com:** Partially Supports **app.bitly.com:** Supports **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	**bitly.com:** Status alerts on the sign in and sign up forms do not contain aria for role="alert" **app.bitly.com:** Utilizes toast notifications with: aria-live="polite" and role="alert". Forms that process payment information have specialized in-form alerts with aria-live="assertive" and role="alert". **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable

Revised Section 508 Report

Chapter 3: [Functional Performance Criteria](#) (FPC)

Criteria	Conformance Level	Remarks and Explanations
302.1 Without Vision	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Partially Supports **bitly.com/blog:** Partially Supports	See information in the WCAG 2.x section, with some of the applicable criteria being: 1.1.1 Non-text Content* 1.3.1 Info and Relationships* 1.3.2 Meaningful Sequence* 1.3.3 Sensory Characteristics* 1.4.1 Use of Color 1.4.3 Contrast (Minimum) 2.1.1 Keyboard* 2.4.3 Focus Order* 2.4.4 Link Purpose (In Context)* * most specifically applicable
302.2 With Limited Vision	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Partially Supports **bitly.com/blog:** Partially Supports	See information in the WCAG 2.x section, with some of the applicable criteria being: 1.1.1 Non-text Content 1.3.1 Info and Relationships 1.4.3 Contrast (Minimum)* 1.4.4 Resize Text* 1.4.11 Non-text Contrast 1.4.12 Text Spacing 1.4.13 Content on Hover or Focus 2.4.7 Focus Visible * most specifically applicable
302.3 Without Perception of Color	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports	See information in the WCAG 2.x section, with some of the applicable criteria being: 1.1.1 Non-text Content

Criteria	Conformance Level	Remarks and Explanations
	dev.bitly.com: Supports bitly.com/blog: Supports	1.3.1 Info and Relationships 1.4.1 Use of Color* 1.4.3 Contrast (Minimum) 1.4.11 Non-text Contrast 1.4.12 Text Spacing * most specifically applicable
302.4 Without Hearing	bitly.com: Not Applicable app.bitly.com: Not Applicable dev.bitly.com: Not Applicable bitly.com/blog: Not Applicable	See information in the WCAG 2.x section, with some of the applicable criteria being: 1.1.1 Non-text Content 1.2.1 Audio-only and Video-only (Prerecorded)* 1.2.2 Captions (Prerecorded)* 1.2.3 Audio Description or Media Alternative (Prerecorded) 1.3.1 Info and Relationships 1.3.2 Meaningful Sequence 1.3.3 Sensory Characteristics 1.4.1 Use of Color 1.4.3 Contrast (Minimum) 2.1.1 Keyboard 2.2.1 Timing Adjustable 2.4.3 Focus Order * most specifically applicable
302.5 With Limited Hearing	bitly.com: Not Applicable app.bitly.com: Not Applicable dev.bitly.com: Not Applicable bitly.com/blog: Not Applicable	See information in the WCAG 2.x section, with some of the applicable criteria being: 1.1.1 Non-text Content 1.2.1 Audio-only and Video-only (Prerecorded)* 1.2.2 Captions (Prerecorded)* 1.2.3 Audio Description or Media Alternative (Prerecorded)* 1.3.1 Info and Relationships 1.3.2 Meaningful Sequence 1.3.3 Sensory Characteristics 1.4.1 Use of Color 1.4.3 Contrast (Minimum) 2.1.1 Keyboard

Criteria	Conformance Level	Remarks and Explanations
		2.2.1 Timing Adjustable 2.4.3 Focus Order * most specifically applicable
302.6 Without Speech	**bitly.com:** Not Applicable **app.bitly.com:** Not Applicable **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	See information in the WCAG 2.x section, with some of the applicable criteria being: 1.1.1 Non-text Content* 1.2.1 Audio-only and Video-only (Prerecorded) 1.2.2 Captions (Prerecorded) 1.2.3 Audio Description or Media Alternative (Prerecorded) 1.3.1 Info and Relationships* 1.3.2 Meaningful Sequence 1.3.3 Sensory Characteristics 1.4.1 Use of Color 1.4.3 Contrast (Minimum) 2.1.1 Keyboard 2.2.1 Timing Adjustable 2.4.3 Focus Order 2.4.6 Headings and Labels* * most specifically applicable
302.7 With Limited Manipulation	**bitly.com:** Does Not Support **app.bitly.com:** Does Not Support **dev.bitly.com:** Supports **bitly.com/blog:** Partially Supports	See information in the WCAG 2.x section, with some of the applicable criteria being: 1.1.1 Non-text Content 1.2.1 Audio-only and Video-only (Prerecorded) 1.2.2 Captions (Prerecorded) 1.2.3 Audio Description or Media Alternative (Prerecorded) 1.3.1 Info and Relationships 1.3.2 Meaningful Sequence 1.3.3 Sensory Characteristics 1.4.1 Use of Color 1.4.3 Contrast (Minimum) 2.1.1 Keyboard* 2.2.1 Timing Adjustable 2.4.3 Focus Order

Criteria	Conformance Level	Remarks and Explanations
		* most specifically applicable
302.8 With Limited Reach and Strength	**bitly.com:** Does Not Support **app.bitly.com:** Does Not Support **dev.bitly.com:** Supports **bitly.com/blog:** Partially Supports	See information in the WCAG 2.x section, with some of the applicable criteria being: 1.1.1 Non-text Content 1.3.1 Info and Relationships 1.3.2 Meaningful Sequence 1.3.3 Sensory Characteristics 1.4.1 Use of Color 1.4.3 Contrast (Minimum) 2.1.1 Keyboard* 2.2.1 Timing Adjustable 2.4.3 Focus Order * most specifically applicable
302.9 With Limited Language, Cognitive, and Learning Abilities	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Partially Supports **bitly.com/blog:** Partially Supports	See information in the WCAG 2.x section, with some of the applicable criteria being: 1.1.1 Non-text Content 1.3.1 Info and Relationships* 1.3.2 Meaningful Sequence* 1.3.3 Sensory Characteristics* 1.4.1 Use of Color 1.4.3 Contrast (Minimum) 2.1.1 Keyboard 2.2.1 Timing Adjustable 2.4.2 Page Titled 2.4.3 Focus Order 2.4.4 Link Purpose (In Context) 2.4.6 Headings and Labels 2.4.7 Focus Visible 3.3.1 Error Identification 3.3.2 Labels or Instructions * most specifically applicable

Chapter 4: [Hardware](#)

Notes: This section is not applicable and was removed due to Bitly products being Web-based software applications.

Chapter 5: [Software](#)

Notes: This section is not applicable and was removed due to Bitly products being Web-based software applications.

Chapter 6: [Support Documentation and Services](#)

Notes: Bitly provides API documentation at https://dev.bitly.com/.

Criteria	Conformance Level	Remarks and Explanations
601.1 Scope	Heading cell – no response required	Heading cell – no response required
602 Support Documentation	Heading cell – no response required	Heading cell – no response required
602.2 Accessibility and Compatibility Features	Supports	
602.3 Electronic Support Documentation	See [WCAG 2.x](#) section	See information in WCAG 2.x section
602.4 Alternate Formats for Non-Electronic Support Documentation	Not Applicable	
603 Support Services	Heading cell – no response required	Heading cell – no response required
603.2 Information on Accessibility and Compatibility Features	Does Not Support	As of the date of the audit, there is no exposed information about the A11y on the Bilty products.
603.3 Accommodation of Communication Needs	Not Applicable	

EN 301 549 Report

Chapter [4: Functional Performance Statements](#) (FPS)

Criteria	Conformance Level	Remarks and Explanations
4.2.1 Usage without vision	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Partially Supports **bitly.com/blog:** Partially Supports	Refer to Section 508 302.1 Without Vision.
4.2.2 Usage with limited vision	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Partially Supports **bitly.com/blog:** Partially Supports	Refer to Section 508 302.2 With Limited Vision.
4.2.3 Usage without perception of colour	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	Refer to Section 508 302.3 Without Perception of Color.
4.2.4 Usage without hearing	**bitly.com:** Not Applicable **app.bitly.com:** Not Applicable	Refer to Section 508 302.4 Without Hearing.

Criteria	Conformance Level	Remarks and Explanations
	dev.bitly.com: Not Applicable **bitly.com/blog:** Not Applicable	
4.2.5 Usage with limited hearing	**bitly.com:** Not Applicable **app.bitly.com:** Not Applicable **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	Refer to Section 508 302.5 With Limited Hearing.
4.2.6 Usage with no or limited vocal capability	**bitly.com:** Not Applicable **app.bitly.com:** Not Applicable **dev.bitly.com:** Not Applicable **bitly.com/blog:** Not Applicable	Refer to Section 508 302.6 Without Speech.
4.2.7 Usage with limited manipulation or strength	**bitly.com:** Does Not Support **app.bitly.com:** Does Not Support **dev.bitly.com:** Supports **bitly.com/blog:** Partially Supports	Refer to Section 508 302.7 With Limited Manipulation
4.2.8 Usage with limited reach	**bitly.com:** Does Not Support **app.bitly.com:** Does Not Support	Related to Section 508 302.8 With Limited Reach and Strength.

Criteria	Conformance Level	Remarks and Explanations
	dev.bitly.com: Supports **bitly.com/blog:** Partially Supports	
4.2.9 Minimize photosensitive seizure triggers	**bitly.com:** Supports **app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	See WCAG 2.x criterion: 2.3.1 Three Flashes or Below Threshold (Level A)
4.2.10 Usage with limited cognition, language or learning	**bitly.com:** Partially Supports **app.bitly.com:** Partially Supports **dev.bitly.com:** Partially Supports **bitly.com/blog:** Partially Supports	Refer to Section 508 302.9 With Limited Language, Cognitive, and Learning Abilities.
4.2.11 Privacy	**bitly.com:** Supports **app.bitly.com:** Supports **dev.bitly.com:** Supports **bitly.com/blog:** Supports	Do not restrict the usage of standard privacy controls with assistive technologies.

Chapter 5: Generic Requirements

Notes: This section is not applicable and was removed due to the fact that Bitly products are not closed-functionality software.

Chapter [6: ICT with Two-Way Voice Communication](#)

Notes: This section is not applicable and was removed due to the fact that Bitly products provide no two-way voice communication.

Chapter [7: ICT with Video Capabilities](#)

Notes: This section is not applicable. The Bitly blog uses video, but the video capabilities are provided by YouTube.

Chapter [8: Hardware](#)

Notes: This section is not applicable and was removed due to the Bitly products being Web-based software applications.

Chapter [9: Web](#) *(see [WCAG 2.x section](#))*

Notes: See WCAG 2.x section

Chapter [10: Non-Web Documents](#)

Notes: This section is not applicable and was removed due to Bitly products being web-based software applications.

Chapter [11: Software](#)

Notes: This section is not applicable and was removed due to Bitly products being web-based software applications.

Chapter [12: Documentation and Support Services](#)

Criteria	Conformance Level	Remarks and Explanations
12.1 Product documentation	Heading cell – no response required	Heading cell – no response required
12.1.1 Accessibility and compatibility features	**dev.bitly.com:** Supports	
12.1.2 Accessible documentation	See [WCAG 2.x](#) section	See information in WCAG 2.x section
12.2 Support Services	Heading cell – no response required	Heading cell – no response required
12.2.2 Information on accessibility and compatibility features	**bitly.com:** Supports **app.bitly.com:** Supports	Helpdesk services provided through Zendesk.

Criteria	Conformance Level	Remarks and Explanations
12.2.3 Effective communication	**bitly.com:** Supports **app.bitly.com:** Supports	Helpdesk services provided through Zendesk.
12.2.4 Accessible documentation	See WCAG 2.x section	See information in WCAG 2.x section

Chapter 13: ICT Providing Relay or Emergency Service Access

Notes: This section is not applicable and was removed due to Bitly not providing relay or emergency services access.

Legal Disclaimer

The information above describes this product's ability to support the applicable accessibility Standards/Guidelines, subject to our interpretation of those standards and the comments in this document. This document is not intended to be a certificate of compliance and is provided for informational purposes only. The contents of this Voluntary Product Accessibility Template ("VPAT") are provided "AS IS" and are subject to change without notice. Bitly, Inc., including any of its affiliates or subsidiaries (collectively "Bitly"), does not warrant that this document is error free, nor does it provide any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. Bitly makes no warranty that the software detailed in this document is fully WCAG 2.0 compliant. Bitly disclaims any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document.