

# **BRAYFORD SOD FARMS INC.**

## **CUSTOMER SERVICE POLICY: PROVIDING GOODS AND SERVICES TO PEOPLE WITH DISABILITIES.**

### **PURPOSE**

The goal of the Accessibility for Ontarians with Disabilities Act, 2005 (the “Act”) is to create a more accessible Ontario, by identifying, and to the extent possible, preventing and eliminating, barriers experienced by persons with a disability.

The Accessibility Standards for Customer Service (the “Standard”) has been established under the Act to ensure goods and services are, where at all possible, equally accessible to every member of the public.

We, at Brayford Sod Farms Inc., are committed to providing a barrier-free environment for our customers. The objective of this policy (the “Policy”) is to ensure we meet requirements of the Standard and promote the underlying core principles of the Act, described below.

This Policy outlines the responsibilities of all employees, volunteers and agents who deal with the public or other third parties on behalf of Brayford Sod Farms Inc., in providing goods and services to people with disabilities, in compliance with the Act.

### **POLICY STATEMENT**

It is the policy of Brayford Sod Farms Inc. that every employee and customer has a right to equitable treatment with respect to employment, services, goods and facilities without discrimination against persons with disabilities.

Brayford Sod Farms Inc. provides a full, hands-free service to our customers. Whether picking up or receiving delivery, it is not necessary for the customer to handle the product. Payment is very convenient and can be done from your home or vehicle.

## DEFINITIONS

### **Disability –**

- a) Any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness and, without limiting the generality of the foregoing, includes diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical coordination, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, of physical reliance on a guide dog or other animal or on a wheelchair or other remedial appliance or device;
- b) A condition of mental impairment or a developmental disability;
- c) A learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language;
- d) A mental disorder, or
- e) An injury or disability for which benefits were claimed or received under the insurance plan established under the Workplace Safety and Insurance Act, 1997

**Accessible** - Capable of being entered or reached, approachable; easy to get at; capable of being influenced, obtainable; able to be understood or appreciated.

**Assistive Device** – Any device used to assist a person in performing a particular task or tasks to aid that person in activities of daily living.

**Dignity** – Respecting and treating every person including persons with a disability as valued and as deserving of effective and full service as any other customer.

**Independence** – Goods and services must be provided in a way that respects the independence of persons with a disability. To this end, we will always be willing to assist a person with a disability, but will not do so without the express permission of the person.

**Service Animal** – Animals that are used as a service animal for a person with a disability.

**Support Person** – An individual hired or chosen by a person with a disability to provide services or assistance with communications, mobility, personal care, medical needs or with access to goods or services.

## **1. Providing Goods and Services to Persons with Disabilities**

Brayford Sod Farms Inc. is committed to providing accessible service for its customers. Goods and services will be provided in a manner that is based upon the principles of dignity, independence, integration and equal opportunity to all of its customers. To ensure the best possible customer service, Brayford Sod Farms Inc. encourages open two-way communication and expects persons with disabilities to communicate their need for accommodation or assistance if it is not readily apparent how that need can be met.

### **Communication**

Brayford Sod Farms Inc. is committed to communicating with persons with disabilities in ways that take into consideration their disability as follows:

- a) Brayford Sod Farms staff will be trained in how to interact and communicate with customers with disabilities guided by the principles of dignity, independence and equality;
- b) Customers with disabilities will be offered alternative communication formats that will meet the needs of the customer as promptly as feasible;
- c) Documents will be provided to customers in an alternative format that will meet the needs of the customer in a timely fashion and
- d) If telephone communication is not suitable for a customer's needs, alternative forms of communication will be offered as required.

## **2. Assistive Devices**

Persons with disabilities shall be permitted to obtain, use or benefit from goods or services through the use of their own assistive devices.

## **Service Animals**

Brayford Sod Farms will ensure that the access is not compromised for persons with disabilities who are accompanied by a service animal or guide dog. Service animals, such as, but not limited to guide dogs, hearing dogs, seizure response dogs and other certified service animals shall be permitted entry to all Brayford Sod Farms Inc. facilities that are open to the public.

## **Use of Support Persons**

Brayford Sod Farms Inc. is committed to welcoming customers with disabilities who are accompanied by a support person. Any person with a disability who is accompanied by a support person will be allowed to enter Brayford Sod Farms Inc premises with his or her support person.

### **3. Notice of Temporary Disruption to Facilities or Services**

In the event that a planned temporary service disruption occurs that would limit a person with a disability from gaining access to Brayford Sod Farms Inc., goods or services, Brayford Sod Farms will make the disruption known to customers by advising them when they call to place an order.

### **4. Staff Training**

Brayford Sod Farms will provide AODA customer service training to all employees who deal with the public or other third parties on our behalf. This training will be provided as a condition of employment to all new staff and on an ongoing basis for staff to ensure all staff stays current with any policy or procedural changes as it relates to the AODA Customer Service Standard.

## **5. Feedback Process**

The ultimate goal of Brayford Sod Farms Inc. is to meet the needs of our customers, while paying attention to the unique requirements of our customers with disabilities. Feedback regarding the way Brayford Sod Farms provides goods and services to people with disabilities can be made in person, by telephone, through email, mail or by other means as required.

Feedback in person, by telephone or through email or mail should be directed to:

Brayford Sod Farms Inc.  
Attn: Ruth Schultz  
5761 County Road 15  
Box 831  
Alliston, ON L9R 1V9

Email: [brayfordsod@rogers.com](mailto:brayfordsod@rogers.com)  
Phone: 1-800-461-1210 or 705-435-7707

Feedback will be used to improve customer service. The writer of the feedback will be provided with a response in the format in which the feedback was received.

## **6. Format of Brayford Sod Farms Inc. Policies**

Brayford Sod Farms Inc. develops and updates policies, procedures and practices in such a manner as to respect and promote the dignity and independence of people with disabilities, as well as integration and equality of opportunity. Brayford Sod Farms will provide policy and procedures documents produced in an alternative format upon request. Alternative formats available include large print versions of the document or an electronic file. Copies of the Accessibility Standard for Customer Service are available at the home office of Brayford Sod Farms Inc.