

TDRA

هيئة تنظيم الاتصالات والحكومة الرقمية
TELECOMMUNICATIONS AND DIGITAL
GOVERNMENT REGULATORY AUTHORITY



NATIONAL POLICY FOR DIGITAL ACCESSIBILITY

Issue Date
March 2024

Table of Contents

Article (1)	Definitions and Preambles:	03
	Preamble	05
Article (2)	Policy Objective	06
Article (3)	Policy Scope	07
Article (4)	General Provisions	07
Article (5)	Functions and Obligations of Federal Government Entities	08
Article (6)	Governance	08
Article (7)	Awareness, Inclusion, and Community Outreach	09
Article (8)	Training	09
Article (9)	Available Technical Solutions, Compliance Requirements, and Conformity to Standards	09
Article (10)	Ease of Access to Contents of Portals, Websites, Phones and Mobile (Smart) Devices	10
Article (11)	Service Journey and Customer Experience	11
Article (12)	Publishing the Government Entity’s Digital Accessibility Policy or Statement	11
Article (13)	Amendments to the Policy	12
Article (14)	Enforcement and Compliance	12
Annex (1)	Technical Guidelines for the National Policy for Digital Accessibility	13
Annex (2)	Role or functions of the “ Digital Accessibility Officer” for ensuring compliance with the National Accessibility Policy	17

For the purposes of the present Policy, the following words shall have the following meanings:

UAE	The State of United Arab Emirates
Government Entities	UAE federal government entities, including governmental ministries, authorities and organizations
Government Services	Services rendered by Government Entities
Semi-Government Entities	Each entity, organization, bank, or company to which the government contributes
Private Sector	Includes private companies, public interest companies and any entity that is not classified as a federal government entity, local government entity, or semi-government entity. It also encompasses companies and organizations owned by individuals and private sector entities in the emirate, including free zone authorities in the UAE
Competent Authority	Telecommunications & Digital Government Regulatory Authority (TDRA)
People of Determination (Persons with Disabilities)	Any person who suffers from permanent or temporary, total or partial impairment or dysfunction in their physical, sensory, mental, communicative, educational, or psychological capabilities, to the extent that it inhibits their ability to meet their ordinary requirements, where environmental and behavioral barriers may prevent them from fully and effectively participating in society
Digital Accessibility	The usability of ICT-based products, information or services by People of Determination and Senior Citizenry, to the same degree, effectiveness and safety of use as by other groups
Senior Citizenry	Persons who have reached or exceeded sixty years of age
ICT and Assistive Technology	An innovative electronic technology that aids People of Determination and Senior Citizenry in using ICT, or enhances their functional capabilities
Electronic (Digital) Transactions	Any transaction, including contracts, agreements and other such transactions or services concluded, executed, provided or issued, in whole or in part, electronically
Electronic (Digital) Services	Services provided to the public electronically, often accessible via mobile (smart) phones and devices, computers or tablets

Digital Government Enablers Indicators	A comprehensive work system implemented by the Competent Authority under the Prime Minister’s Office at the Ministry of Cabinet Affairs. The indicators of these enablers aim to measure and improve the digital customer experience in the UAE
Inclusive Design	The design of products, environments, programs and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. “Universal design” shall not exclude assistive devices for particular groups of persons with disabilities where this is needed.



Preamble

The global development of digital transformation is associated with two main factors: (1) the rapid evolution of the Internet and the dominance of digital content of all kinds, and (2) the development of the telecommunications ecosystem, especially in the field of mobile (smart) devices, including smartphones and tablet computers. The pace of online public service delivery at the level of world's governments has accelerated tremendously, with concepts like e-government and digital government having taken root and continuing to evolve. ICT and Assistive Technology, such as computers, mobile (smart) phones/ devices, tablets, websites, and public-facing terminals, are a means to facilitate everyday life, increase work productivity, and improve individuals' learning.

Globally, it is recommended to deliver digital services in accordance with the principle of non-discrimination or not denying service to individuals or groups based on race, religion, gender, social status, or health condition.

Pursuant to the provisions of international conventions, Digital Accessibility aims to ensure that People of Determination have access to services and information available through ICT platforms and equipment, on an equal footing with others. This includes removal of environmental and behavioral barriers preventing access to and use of ICT products, services, and applications, as well as assistive technologies.

At the national level, tenets of The UAE Government Charter for Future Services (The UAE Promise) provides that humans come first, and that it is essential to listen to the customer voice, and deliver services of characteristic value, along with a seamless, proactive experience. Competitiveness indicators are also directly linked to the development of proactive digital services, given the impact of such services on the national digital economy.

Hence, the importance of Digital Accessibility, which has become a fundamental aspect of work in various spheres. This is due to the expansion of digital services that include government platforms, services and apps on mobile (smart) phones and devices, to ensure that no one is left behind and reinforce the concept of inclusive government adopted in the UAE's strategy for digital government. In this context, Digital Accessibility represents a key factor in promoting the concept of inclusive government.

To that end, this Digital Accessibility policy has been prepared to include a range of rules outlined in a comprehensive document, and explain the methodology for delivering digital services to ensure that People of Determination and Senior Citizenry have access to services and information available on ICT platforms and equipment, on an equal footing with others.

This policy also corresponds to the purpose specified under the Cabinet Resolution on approving and adopting the [‘Digital Customer and Digital Government Service’](#) Policy, issued in March 2021, as well as Federal Law No. (9) of 2019, which aims to ensure that Senior Citizenry enjoy the fundamental rights and freedoms stipulated in the Constitution, along with information and services relating to their rights. It is based on Article 14(15) of Federal Decree-Law No. (3) of 2003 on the Regulation of the Telecommunications Sector, as amended, which mandates TDRA to propose and prepare strategies, policies and legislation towards an integrated digital development and the removal of any obstructions or impediments to the implementation and actual use of electronic, digital transactions by Government Entities.



The aim of this policy is to bring about an inclusive society, free of barriers, for an empowered and dignified life of People of Determination and Senior Citizenry in the UAE. It also aims to achieve the following:

- **Clarify** the general terms and conditions related to regulating the transition to Digital Accessibility for public service providers from the government sector, Semi-Governmental Entities, and the Private Sector providing public services across sectors, including but not limited to the health sector, education sector, e-commerce, in addition to Private Sector companies operating in public service or involved in creating and publishing different kinds of digital content.
- **Establish** general principles for all digital government service providers in all sectors related to implementing improvements to their online published digital services or mobile device apps, and digital service devices, as well as developing digital services in a way that ensures Digital Accessibility for People of Determination and Senior Citizenry, while guaranteeing efficient and effective usability.
- **Establish** general principles for operators and providers of mobile (smart) and fixed-line telephone services, so that the rendered services and apps are enhanced with Digital Accessibility technologies to enable People of Determination to use the same, including emergency services.
- **Support** the efforts of the federal government and local governments in the transition towards integrated, interconnected digital government at the level of Digital Accessibility-enhanced services, and enable the optimal utilization of modern digital technologies, including artificial intelligence and blockchain.
- **Provide** a paperless environment, increase productivity and process/operational efficiency, improve customer experience, enhance Digital Accessibility, and increase work flexibility at the UAE level.
- **Transform** digital services available on websites and within mobile (smart) device apps, into services enhanced with Digital Accessibility features according to best practices, as per an implementation plan linked firstly to priority services for People of Determination and Senior Citizenry.
- **Define** enforcement and control mechanisms over implementation of and compliance with Digital Accessibility requirements, and specify local and international technical standards, plus the tools to be adhered to (e.g. WCAG 2.1. and with the necessary conformance level A,AA,AAA..) •



Article (3)

Policy Scope

- The scope of this policy deals with services that are provided digitally in the UAE.
- This policy applies to:
 - All federal government ministries, authorities and institutions. Additionally, the regulatory or supervisory federal Government Entity for a sector must liaise with its own licensed Private Sector entities, in order to ensure policy compliance.
 - Semi-Government Entities, consultants, institutions, private companies, and other such persons involved/engaged in electronic/digital transactions with the Government Entity, through the Competent Authority.
 - All partners, contractors and outsourced staff personnel involved/engaged in internal and external electronic/digital transactions involving Digital Accessibility with the Government Entity.
 - Service providers, particularly in the development of websites, electronic/digital services, service delivery channels, apps and systems for federal entities to ensure Digital Accessibility to all services, products and systems for internal and external customers from People of Determination and Senior Citizenry, in a manner comparable to the accessibility available to others.
- All local Government Entities, Semi-Government Entities, and Private Sector entities should take this document into account, and exert the best efforts in compliance, in view of its positive impact on all-of-government action.

Article (4)

General Provisions

- Affirming the guarantee of Digital Accessibility for all segments of society, including People of Determination and Senior Citizenry, and enabling them to access all products, including websites, mobile apps, software, and digital interfaces, in adherence to this policy issued by the Competent Authority.
- Strengthening relationships and partnerships with civil society organizations specialized in rendering services to support People of Determination and Senior Citizenry.
- Enhancing stakeholder familiarity, including that of Government Entities, competent private organizations, and People of Determination, with the importance of involving People of Determination and Senior Citizenry in policy-making processes concerning them.
- Adopting the principle of “no decisions relating to Digital Accessibility for People of Determination and Senior Citizenry should be made without their involvement”.
- Enhancing the active participation of People of Determination and Senior Citizenry in every working group that is concerned with their issues, and working on improving existing legislation to encourage the involvement of People of Determination in policy preparation and formulation.
- Adopting the principle of non-discrimination, where operators and Digital Accessibility service providers must avoid all discrimination, including unintentional discrimination, towards People of Determination. This can be achieved through the implementation of the principle of Inclusive Design.
- Organizing awareness programs and marketing campaigns on Digital Accessibility, services, options and equipment available to People of Determination and Senior Citizenry.



Article (5)

Functions and Obligations of Federal Government Entities

- Commit to apply and disseminate Digital Accessibility according to this policy and the decisions issued by the Competent Authority.
- Federal entities must periodically provide information to the Competent Authority on the extent to which they have fulfilled the requirements and obligations of the policy as well as the decisions issued by the Competent Authority regarding the application of the policy.
- Take all necessary technical, administrative/managerial and organizational/regulatory measures/procedures to provide Digital Accessibility according to the controls determined by the Competent Authority in this extent.
- A federal entity must periodically provide executive action plans, which include initiatives and projects that support the implementation and application of the policy objectives.
- A regulatory or supervisory federal entity of a sector must liaise with their own licensed Semi-Government Entities and Private Sector entities, in order to check adherence to the Digital Accessibility policy.
- An entity must provide all financial and non-financial resources needed to implement and apply this policy.
- An entity must encourage adoption and change management within the community setting and with partners, by mainstreaming Digital Accessibility in its various forms across all services of Semi-Government Entities and the Private Sector in UAE, in a manner not contrary to the objectives and clauses of the applicable policy and legislation in the UAE.

Article (6)

Governance

- The Competent Authority shall enforce the National Digital Accessibility Policy on federal Government Entities.
- All federal entities shall appoint an employee to undertake the tasks of a Digital Accessibility Officer/ Official, or incorporate such functions to one of the existing departments.
- An entity's Digital Accessibility Officer/Official shall be tasked with checking and supervising the implementation of action plans to apply the Digital Accessibility Policy, as well as periodic reporting to the Competent Authority.
- The Competent Authority, which is responsible for implementing the policy, shall conduct an annual review of compliance by monitoring and measuring Digital Government Enablers Indicators.



Article (7)

Awareness, Inclusion and Community Outreach

- The Competent Authority is responsible for promoting awareness of these guidelines and the rights of People of Determination and Senior Citizenry in relation to Digital Accessibility in the ICT sector.
- Federal Government Entities and relevant digital service providers in the UAE must provide an integrated system of uniform procedures and standards to offer/deliver more accessible services for People of Determination and Senior Citizenry, in addition to qualifying specialized cadres and raising their efficiency, enhancing community awareness, facilitating the inclusion/integration of People of Determination, and ensuring their involvement/engagement in various digital spheres as presented by Government Entities.

Article (8)

Training

- Government Entities must periodically train employees on how to enhance the digital environment enabling the active participation of People of Determination and Senior Citizenry in the community. Such training should include information on culture, languages (including sign language for people with hearing impairments), societal norms, as well as values of Digital Accessibility, availability, solutions, and information sources.
- Government Entities must provide training materials for users from People of Determination and Senior Citizenry, such as on how to use accessibility tools to avail a service.

Article (9)

Available Technical Solutions, Compliance Requirements, and Conformity to Standards

Government Entities must observe the following when adopting Digital Accessibility solutions in their service development:

- Relevant general trends and policies applicable in the UAE.
- Solutions meet legislative and legal provisions of the relevant sector.
- Solutions fulfill regulatory and security standards, and applicable data protection requirements in the UAE, in alignment with international best practices and standards.
- Compliance with Annex 1 of this policy regarding the technical standards for Digital Accessibility.



Article (10)

Ease of Access to Contents of Portals, Websites, Phones and Mobile (Smart) Devices

- All public government service websites must align with the adopted best practices for the Web Content Accessibility Guidelines (WCAG) issued by the World Wide Web Consortium (W3C), and the guidelines manual for mobile device websites.
- An entity must endeavor to provide a portal, website, and mobile/smart device apps designed around Digital Accessibility to ensure the delivery of portal contents, including pages, applications, texts, images, forms etc. to all users by following W3C's WCAG (www.w3.org).
- making all sites' content electronic, whether accessed from computers, phones or mobile/smart devices, in compatibility with all Internet browsers used, enabling all users to enjoy a flexible site surfing.

Article (11)

Service Journey and Customer Experience

- Government Entities must examine and understand their customers' needs as well as provide multiple service delivery channels for all customer groups.
- Government Entities must re-engineer and develop procedures to ensure that the Digital Accessibility feature is not a burden or does not negatively add to the customer experience journey.
- Government Entities must include Digital Accessibility-related information in government service cards.
- Government Entities must ensure the inventory and review of their services as well as study the impact of Digital Accessibility in the following respects:
 1. Achieving the intended goals and key service requirements;
 2. Facilitating procedures and enhancing the customer experience.



- A Government Entity must draft and adopt its own Digital Accessibility policy that aligns with the terms and scope of this policy.
- A Government Entity must incorporate or refer to its Digital Accessibility policy or statement, including its terms/clauses, within relevant policies and service agreements (including but not limited to: terms and conditions for websites, apps, and services; e-contracts, digital policies, open data policy, acceptable use policy).
- A Government Entity must publish its Digital Accessibility policy or statement, while taking into account the inclusion of the following:
 - The organization-wide policy model should cover not limited to the following points:
 - Policy objectives and policy scope (involving the organization, its contractors or affiliates).
 - Providing diverse transaction options that meet the requirements of all user segment experiences, age groups, and conditions, particularly People of Determination and Senior Citizenry.
 - Declaring any exceptions in the event that Digital Accessibility is not generalized in internal or external transactions, documents, etc.
 - Identifying the updated and amended policies based on Digital Accessibility (privacy policy, open data policy, digital access policy, or any other policies the user is concerned with).
- All federal entities must publish a Digital Accessibility statement on their websites, smartphone and mobile device apps, describing the level of Digital Accessibility and indicating any inaccessible content, while considering the following within the Digital Accessibility statement:
 - Commitment to Digital Accessibility for People of Determination and Senior Citizenry;
 - Application of accessibility standards, such as WCAG 2.1, as a minimum requirement;
 - Provision of information to connect with technical support should users face any technical issues;
 - Clear indication of any restrictions on Digital Accessibility on the website or digital service, in order to avoid user exhaustion;
 - Measures taken to ensure Digital Accessibility;
 - Identification of technical prerequisites, such as the type of browsers supporting Digital Accessibility applications;
 - Statement of the government entity's compliance with applicable national or local laws and policies regarding the implementation of the Digital Accessibility policy.



Article (13)

Amendments to the Policy

- This policy is subject to periodic review and updates, where a dated notice will be available about “New Update”, and the concerned government entities must review the new terms and conditions, which are effective immediately after the publication of the new policy on the Competent Authority’s website.
- This policy may be amended, canceled or replaced at any time by the Competent Authority

Article (14)

Enforcement and Compliance

- Government entities shall provide all necessary reports and information to the Competent Authority on the extent of implementation of the policy according to the periodic plans in this regard.
- Updating the compliance percentage annually or semi-annually based on the data of the Competent Authority and service requirements.
- The concerned team from the Competent Authority measures Digital Government Enablers Indicators in support and follow up by the government entity to achieve regular transformation rates and the specified targets.



Introduction

These guidelines to digital accessibility technical standards implementation is part of the National Digital Accessibility Policy.

These guidelines form a common basis for each government entity in the UAE to develop their own methodology in ways that allow them maximum flexibility in meeting their own business requirements to comply with this policy.

This manual includes key guidelines, based on best practices and recommended procedures to be followed by government entities to ensure that they meet the requirements of the policy.

1. Conformity with international standards

All public service sites must comply with Level AA of the WCAG 2.1..

All public service sites must comply with W3C best practices and the Mobile Devices Guidelines Manual.

2. Provide text reader feature

The site must contain the “text reader” feature, which is one of the features that help convert text into speech that can be listened to, without the user needing to activate any other software to facilitate listening to the contents of the portal instead of reading. Such technology is very useful for People of Determination with visual impairments or poor eyesight, and for portal users who face difficulties in reading texts online. When clicking on the “Listen” link, the electronic content can be listened to in a clear voice and at a moderate speed so that all users from around the world can understand the content, with the ability to change the volume as desired. In addition, it provides the ability to download content in the form of an MP3 audio file to PC by clicking on the option “Audio available?” in the audio player and listen to it later.

3. Provide text to sign language translation

Government entities need to provide sign language feature to make services and products available to People of Determination with hearing challenges Senior Citizenry.

4. Provide speech recognition

The concerned government entity needs to provide speech recognition, which is the process of converting voice to text, where the content must be properly designed and encoded so that it can be controlled by speech. Empowering people with physical disabilities who cannot use a keyboard or mouse, people with chronic conditions, such as repetitive stress injuries (RSI), who prefer to limit or avoid keyboard or mouse use, people with cognitive and learning difficulties who prefer to use speech instead of typing, and the empowerment of Senior Citizenry to use websites and all services available.

¹ This conformance level is used in most accessibility rules and regulations around the world, including the ADA. To meet WCAG 2.0 Level AA conformance, the website is usable and understandable for the majority of people with or without disabilities.

5. Provide facial recognition

The concerned government entity must innovate in service delivery and make digital content available using facial recognition, which is a means of identifying or verifying an individual's identity using facial recognition technology. Facial recognition systems can be used to identify people in photos or videos in real time, so users with visual impairment or poor vision can learn more about images on the website. For example, people who use screen readers can identify persons appearing in photos on the site.

6. How-to videos feature

Enable watching videos available on the site to guide the user while using governmental and non-governmental services. A review of how to use digital service devices available (kiosks) in a number of public places in the country, and explain how the user can sign up in the portal.

The government entity should endeavor to continuously add digitally accessible instructional videos to provide assistance on the most frequently used e-services.

7. Navigating digital portals

The government entity must facilitate access to information and services as needed, and then classify the digital content of its digital portals and their properties according to specific topics and as per the user's interests. Several elements must also be included into these topics and interests, giving the user easier and faster navigation, while taking into consideration that such portals are still accessible to People of Determination.

8. Font size and screen resolution

Providing the ability to increase the font size to reach the appropriate size for reading and the screen magnification feature.

9. Keyboard shortcuts feature

The keyboard feature allows for easy access to the controls of the operating system used, to provide the ability to browse using the keyboard and shortcuts only, without the need to use a mouse.

10. Keyboard navigation

Website navigation should be easily provided using the keyboard by following the following steps:

Use the arrow buttons to move up or down the page.

Use the Tab button to navigate between links.

Use the Return or Enter buttons to select the link.

Use the Backspace button to return to the previous page.

11. Provide tab key press

This feature allows for navigating between links on the page. When the Shift key and the Tab key are pressed, you can return to the desired links. When choosing a link, you can press the Enter key to go to the desired page. Additionally, the ability to return to the previous page by pressing the Backspace key.

12. Image description feature

The government entity should provide customers from People of Determination of visual impairments with a portal and website that provide alternative text components to graphic elements such as logos, images, signs, etc. This feature enables screen readers to read and describe content, which helps the visually impaired who use such software to have an idea about the graphics present in the portal's content.

13. Text color feature

The government entity should provide a palette to pick font colors used on the site in order to improve text readability while avoiding the use of colors as the only key differentiator of links and texts. The colors of the available backgrounds should match the font colors to make them easily readable.

14. Browser compatibility feature

The entity must work on designing the contents of the portal to suit the most commonly used web browsers through the use of attributes and tags have been used in the web-coding so as to ensure clear use of language components and smooth migration to new browsers, and the use of appropriate coding (so it is required to adjust the browser settings to run this type of coding in order to benefit from all the contents of this portal).

15. File format feature

The government entity should design its websites independently with its tools in order to make the contents of the site easy to read by any user-agent or document reader. This means that users can interact with the portal through their preferred input or output device including command line inputs. It is necessary that the forms section of the portal contains files either in Microsoft™ Word format or Adobe™ P D F" as indicated by the icon. It also provides links to download the Reader Software, so users can install these free-readers and view the downloaded files.

16. Forms accessibility

The government entity should design all forms under its websites as per accessibility/navigation guidelines and standards so that they can be read using ICTs and assistive technologies such as screen readers.

17. Notifications and feedback feature

The government entity should use clear and simple language to make all messages and alerts clearer for People of Determination during interaction.



18. Understandable content

Content should be easy to follow and understand for many users, and the government entity should avoid overly complex sentence structures and terms, and provide clear layout and design. For some complex content such as medical and other information, separate and easy-to-read information may be necessary to facilitate understanding the text for people who have difficulties learning and who cannot understand complex sentence structures and vocabulary, as well as for persons with cognitive impairments who find it difficult to follow extensive sections of text. Accordingly, content creators at the government entity should avoid overly complex wording, terms, and abbreviations, and should add explanations where needed, or innovate in content design that provides illustrations about the content, when it is helpful.

19. Communication with Users

The government entity should provide a feature that allows it to receive feedback and suggestions on the ease of access to the contents of the government entity's website within the "contact us" link and ensure the availability of qualified cadres to cater for visitors from People of Determination so as to enable them to use these websites easily and conveniently.

Communication with users contributes to improving the portal technically speaking, and in terms of e-content development and monitoring security, technical or management gaps while browsing the portal and website or external links.

20. References

- Website of the Web Accessibility Initiative (WAI) by the World Wide Web Consortium (W3C), more details on Web Content Accessibility Guidelines (WCAG) 2.0 (<http://www.w3.org/TR/WCAG20/>), and G3ict (<https://g3ict.org/accessibility>)
- The website of the Digital Accessibility Initiative for People of Determination (Persons with Disabilities): Click [Here](#)
- ITU website for more details on e-accessibility (<http://www.itu.int/ITU-D>)
- Arab Digital Inclusion Platform, National Technical Guidelines on e-Accessibility for the Arab Region (ESCWA): Click [Here](#)
- Arab Digital Inclusion Platform, ESCWA National e-Accessibility Policy Template for the Arab Region: Click [Here](#)

Forming the Team

It is the responsibility of the government entity to determine the best ways to comply with and implement the National Policy for Digital Accessibility of the Competent Authority in the UAE within its scope, including the allocation or assignment of Digital accessibility job tasks. The methodology used for recruitment and the provision of competent human resources may vary from one entity to another. An entity may consider creating new posts to carry out these roles or adding job titles and responsibilities to existing ones by staff with sufficient skills and knowledge.

It is essential that the persons who will occupy these roles have hands-on experience in government service management, procedures, and digital technologies as provided for in the detailed job descriptions of those roles in the present Annex.

Capacity Building and Training

Those involved in Digital accessibility should receive training and guidance to help them understand their roles and responsibilities. They are also required to abide by the policy document and its annexes. It is necessary to discuss the benefits that can be had following implementation, with representatives and officials of the key administrative units within a government entity. Coordinating and ensuring the success of this type of internal discussions and outreach programs are of the key responsibilities of the digital accessibility officer.

Holding Discussion Sessions, Workshops and Constant Reviews

In order to facilitate the steps taken by a government entity to educate and train its employees and ensure the success of change management, it may be useful to hold workshops on a regular basis for the executive roles related to the management of services, websites and digital applications at the government entity. Such workshops aim to discuss the progress made and review the knowledge gained, challenges and strategies to be acted upon and disseminated throughout the government entity. The Digital accessibility officer can discuss the procedures and steps proposed within policy compliance, which allows identifying the proposed procedures that will be taken into consideration at implementation and the aspects to be adjusted according to the needs of the government entity, and how to consistently apply the different procedures within the various administrative units of the government entity.

Job Role Description

The following tables provide more details on the main tasks proposed for typically managing digital accessibility for any government entity, and specify the detailed description of the following points:

- Job role overview;
- Key functionalities and responsibilities of the role;
- Skills and competencies for performing the role effectively



Role or functions of the “ Digital Accessibility Officer” for ensuring compliance with the National Accessibility Policy

Job Role Title	Digital Accessibility Official
About the job role	<p>This role is responsible for managing the executive procedures and the digitalaccessibility management program at the government entity, and directly reports to the digital services manager. The person holding this role is required to implement and manage the necessary procedures to ensure that the government entity complies with the procedural and technical standards of this policy. Their responsibilities include ensuring that the right staff is selected to work with the team, as well as directing, supporting and reviewing their work related to digital accessibility, setting priorities, determining the compliance level, and raising capabilities in e-accessibility at the government entity.</p> <p>They are also responsible for ensuring the readiness, reliability, and the level of digital services in the entity and their availability, accessibility and timely use.</p>
Key duties and responsibilities	<p>Leadership responsibilities</p> <ul style="list-style-type: none"> • Effectively implement and supervise all digitalaccessibility initiatives and procedures necessary to meet compliance requirements of this Policy. • Render support in departments and units concerned with service delivery. • Develop the roadmap and prepare executive plans for initiatives and digitalaccessibility projects in the government entity. • Provide guidance and professional development to digitalaccessibility teams. • Provide training, awareness and capacity building in the field of digital accessibility at the organization level. • Ensure that digital accessibility standards are applied to all products, applications and equipment developed or acquired by the organization. <p>Governance</p> <ul style="list-style-type: none"> • Identify priorities for digitalaccessibility. • Render the necessary support for addressing digitalaccessibility challenges or rectifying cases of non-compliance with the policy. <p>Compliance</p> <ul style="list-style-type: none"> • Prepare reports and provide information related to the level of compliance on a regular basis and submit them to the Competent Authority according to their needs. • Providesupport, guidanceandinformationregardingdigitalaccessibility-related roles in the government entity. • Responsibility for the quality of digital accessibility to achieve its purpose at the level of the entire government entity.

Role or functions of the “ Digital Accessibility Officer” for ensuring compliance with the National Accessibility Policy

Job Role Title	Digital Accessibility Official
Skills & Competencies	<ul style="list-style-type: none">• Ability to coordinate and manage largely diverse teams.• Ability to collaborate and communicate with business units’ senior management, organizational units and individuals, with the aim of effectively achieving corporate digital accessibility.• Experience in managing all respects of digital services, systems and procedures.• Know-how and knowledge of digital accessibility concepts and standards.• Understanding the business processes and dependencies within the scope of the government entity’s work.• Ability to prepare and deliver presentations to the management/ department.

X | f | YouTube | Instagram | LinkedIn | TikTok
@TDRAUAE, www.tdra.gov.ae

