



Bitly Accessibility Conformance Report

International Edition

(Based on VPAT® Version 2.5)

Name of Product/Version: Bitly Connections Platform (bitly.com 2025-01-28)

Report Date: - June 2025

Product Description: Bitly's Connections Platform is a URL shortener with robust link management software, advanced QR Code features, and a Link-in-bio landing page 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](#).
- 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.
- Bitly is dedicated to maintaining strong accessibility standards and improving the experience for all users. To support this, Bitly uses the [UserWay accessibility widget](#) on its website, offering assistive features for users with different needs. In addition, Bitly regularly identifies and addresses accessibility issues through a combination of automated testing, manual audits, and continuous integration checks as part of its ongoing development process.

Evaluation Methods Used:

Automated Testing Tools: Bitly testers use a combination [Axe DevTools](#), [WAVE Web Accessibility Evaluation Tool](#) and [Userway](#) 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. Additionally, [BrowserStack](#) is used to perform accessibility checks on a variety of mobile devices to validate consistent behavior across screen sizes and platforms.

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 Case Management system [Qase](#).

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)

Standard/Guideline	Included In Report
Web Content Accessibility Guidelines 2.2	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 only be used in WCAG Level AAA criteria.

WCAG 2.x 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: Partially Supports app.bitly.com: Partially Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: The site provides sufficient text alternatives for most instances of non-text content. There are some exceptions: - Main Navigation: When Solutions dropdown is collapsed, "Use Cases" dropdown option does not expose accessible labels. "Appeal a Decision " page: Spacer image missing alternative text - Resources page: linked image missing alternative text. - Trust page: the checkmark icons do not have a text alternative - Packaged Goods page: the opening quotes icons do not have a text alternatives app.bitly.com: The site generally provides appropriate text alternatives for non-text content. However, some instances do not meet the success criterion: - Bitly Pages Templates page: images have identical alt attributes that lack descriptive context, and no extraneous text is present. - QR Code Customization page: images in the 'Patterns', 'Logos', and 'Frames' sections use the same alternative text, which does not distinguish between the customization options. - Pricing page: the expandable arrows within the Detailed Feature Comparison lack accessible text. - Bitly Analytics Dashboard page: spacer images are missing meaningful alternative text. dev.bitly.com: Non text elements provide sufficient text alternatives.

Criteria	Conformance Level	Remarks and Explanations
		bitly.com/blog: Non-text elements on the Bitly blog generally provide sufficient text alternatives, with the exception on the Bitly About page, the accessible name does not align with the visible text.
<u>1.2.1 Audio-only and Video-only (Prerecorded)</u> (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) 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: 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 audio-only or video-only media. app.bitly.com: The site does not contain prerecorded audio-only or video-only media. 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.
<u>1.2.2 Captions (Prerecorded)</u> (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: Supports app.bitly.com: Not Applicable dev.bitly.com: Not Applicable bitly.com/blog: Not Applicable	bitly.com: Captions for prerecorded content are present and supported. 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.
<u>1.2.3 Audio Description or Media Alternative (Prerecorded)</u> (Level A) Also applies to: EN 301 549 Criteria	bitly.com: Supports app.bitly.com: Not Applicable	bitly.com: Audio descriptions or media alternatives for prerecorded content are present and supported.

Criteria	Conformance Level	Remarks and Explanations
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)	dev.bitly.com: Not Applicable bitly.com/blog: Not Applicable	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.
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: Partially Supports bitly.com/blog: Partially Supports	bitly.com: Most visual structure and relationship information is provided through object information or is available in text. Exceptions include: - Privacy page: skipped heading level app.bitly.com: Most visual structure and relationship information is provided through object information or is available in text. Exceptions include: - Home Page: skipped heading level for “Engagements” section and the “Today's Stats” dropdown is not readable by screen readers when expanded. - Settings Group page: skipped heading level. - Bitly Analytics Dashboard page: skipped heading level. - Bitly Pages - Design Page: - The Design Page is missing a descriptive <h1> element, which impacts screen reader users' ability to understand the page's structure. - An orphaned form label is present in the Fonts section, not properly associated with a form control. - The Share modal includes a skipped heading level, affecting semantic heading

Criteria	Conformance Level	Remarks and Explanations
		structure and navigability for assistive technology users. ○ "Share your Bitly Page" modal: skipped heading level on the Launchpads list page. ● Payment page: the billing cycle selector list at the top of the page is not structured correctly. ● Pricing page: Empty table headers in `Detailed Feature Comparison` section. dev.bitly.com: Visual structure and relationships are conveyed through programmatic object information or text. However, on the Bitly API Reference page, a first-level heading is skipped, which may affect the programmatic determination of structure. bitly.com/blog: Most visual structure and relationships are conveyed programmatically through semantic markup or are presented in the visible text. An exception is the Bitly About page, where a heading level is skipped, potentially impacting users who rely on heading structure for navigation.
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) ● 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: Supports app.bitly.com: Partially Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: The site content is presented in a meaningful sequence. app.bitly.com: Most content is presented in a meaningful sequence. However, on the Create QR Code page, specifically within the QR Code Customization section, screen reader focus starts partway through the content—beginning at the "Remove Logo" section—rather than at the start of the section, which may disrupt the logical reading order for assistive technology users.

Criteria	Conformance Level	Remarks and Explanations
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 does not provide alternative context. - Bitly pages: the "Preview" button lacks a screen reader label and relies only on visual cues, making it unclear for users with low vision. 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 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)	bitly.com: Supports app.bitly.com: Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: Site content and functionality does not convey information through color alone. 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.

Criteria	Conformance Level	Remarks and Explanations
12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)		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) 602.3 (Support Docs)	bitly.com: Partially Supports app.bitly.com: Partially Supports dev.bitly.com: Supports bitly.com/blog: Partially Supports	bitly.com: Most site functionality can be accessed and operated using a keyboard, the following pages contain exceptions: "Start Now" modal: users are unable to fully navigate and interact with the modal. - Privacy page: The expandable elements are not reachable with the keyboard. app.bitly.com: Some site functionality is not fully operable using a keyboard alone. Examples include: - Analytics Dashboard page:: The Select Date Range action modal and the Referrers/Devices toggle are not fully keyboard accessible. - Bitly Pages Templates page: templates cannot be selected using the keyboard.

Criteria	Conformance Level	Remarks and Explanations
		Pricing page: the arrow controls for expanding sections in the Detailed Feature Comparison are not accessible via keyboard. 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 a 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: Partially 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 contain keyboard traps, with the following exception: Settings Group page: In the Groups with Highest Usage section, the calendar modal does not close properly via keyboard, leading to confusion and difficulty reaching the next interactive element. dev.bitly.com: The site does not include keyboard traps. bitly.com/blog: The site does not include keyboard traps.
2.1.4 Character Key Shortcuts (Level A 2.1 and 2.2) 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. dev.bitly.com: The site does not provide character key shortcuts.

Criteria	Conformance Level	Remarks and Explanations
		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.
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. 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)	bitly.com: Supports app.bitly.com: Supports dev.bitly.com: 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.

Criteria	Conformance Level	Remarks and Explanations
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/blog: Supports	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) 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: Partially Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: The site provides a mechanism to bypass blocks of repeated content. app.bitly.com: The site generally provides a mechanism to bypass repeated content; however, on the Bitly Pages Templates page, the “Skip to Main Content” link is missing. dev.bitly.com: The site provides a mechanism to bypass blocks of repeated content. 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)	bitly.com: Supports app.bitly.com: Does Not Support dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: All pages contain descriptive titles. app.bitly.com: Several pages across the site use a generic page title that does not accurately reflect the specific content or purpose of the page. Examples include: - Bitly Pages – Create Templates page - Bitly Pages – Design page - Bitly Pages – List page - Create Link page - Create QR Code page dev.bitly.com: All pages contain descriptive titles.

Criteria	Conformance Level	Remarks and Explanations
602.3 (Support Docs)		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: 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. app.bitly.com: Most components on the site receive focus in a meaningful order. However, an exception occurs in the main navigation: when collapsed, hidden elements within the menu still receive keyboard focus, which may confuse users relying on keyboard navigation. 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: Supports app.bitly.com: Partially Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: The purpose of each link can be determined from the link text alone or from the programmatic context of the link. app.bitly.com: The purpose of some links and interactive elements cannot consistently be determined from the link text alone or from their programmatic context. Examples include: - Main Navigation: the "Create New" button and navigation elements, when collapsed, lack sufficient context to convey purpose. - Analytics Page: the "Top Performing" section contains redundant links pointing to the same destination, reducing clarity. - Bitly Pages: the "Close" button lacks an accessible name. - QR Code Customization Page: the "x-close" button in the "Adding your logo just got easier"

Criteria	Conformance Level	Remarks and Explanations
		alert lacks discernible text. 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: The purpose of each link can be determined from the link text alone or from the programmatic context of the link.
2.5.1 Pointer Gestures (Level A 2.1 and 2.2) 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: Not applicable app.bitly.com: Not applicable dev.bitly.com: Not applicable bitly.com/blog: Not applicable	bitly.com: The site does not require complex gestures (e.g., multi-touch or path-based gestures) for operation. app.bitly.com: The site does not require complex gestures (e.g., multi-touch or path-based gestures) for operation. dev.bitly.com: The site does not require complex gestures (e.g., multi-touch or path-based gestures) for operation. bitly.com/blog: The site does not require complex gestures (e.g., multi-touch or path-based gestures) for operation.
2.5.2 Pointer Cancellation (Level A 2.1 and 2.2) 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 Bitly Pages 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.

Criteria	Conformance Level	Remarks and Explanations
		bitly.com/blog: The site functions that use a single pointer are completed when the user releases the pointer.
2.5.3 Label in Name (Level A 2.1 and 2.2) 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: Partially 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: User interface components with visible text labels generally have accessible names that match the visual label. 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 mostly supports. Exceptions include: - On the Create modal “Shorten URL” and “Create QR Code” buttons - Bitly About Page: "Show bio" / "Hide bio" toggles
2.5.4 Motion Actuation (Level A 2.1 and 2.2) 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.

Criteria	Conformance Level	Remarks and Explanations
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) 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 default language of the site is identified using the lang attribute in the html element. 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. 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)	bitly.com: Supports app.bitly.com: 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 do not occur automatically on user input. dev.bitly.com: Changes of context do not occur automatically on user input.

Criteria	Conformance Level	Remarks and Explanations
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: Changes of context do not occur automatically on user input.
3.2.6 Consistent Help (Level A 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	bitly.com: Supports app.bitly.com: Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: Consistent help is provided across the site. app.bitly.com: Consistent help is provided across the site. dev.bitly.com: Consistent help is provided across the site. bitly.com/blog: Consistent help is provided across the site.
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: Partially Supports app.bitly.com: Partially Supports dev.bitly.com: Not Applicable bitly.com/blog: Not Applicable	bitly.com: The website provides text description when a mandatory field is not completed or the format is wrong. Documented exception: URL shortner page: Error messages for incomplete or incorrectly formatted fields are not clearly presented. app.bitly.com: The website generally provides text descriptions when mandatory fields are not completed or when input formats are incorrect. However, an exception was identified on the Bitly Pages – Design tab, where error messages are visually displayed but not announced by screen readers. dev.bitly.com: The website does not expose any forms where errors would be necessary. bitly.com/blog: This criterion is not applicable, as the site does not contain forms or user input fields that would

Criteria	Conformance Level	Remarks and Explanations
		require error identification.
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: 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. 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. - Analytics Dashboard page: Pagination elements in widgets do not contain accessible labels. - 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.
3.3.7 Redundant Entry (Level A 2.2 only) EN 301 549 Criteria – Does not apply 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 require users to re-enter the same information within a session app.bitly.com: The site does not require users to re-enter the same information within a session. dev.bitly.com: The site does not require users to re-enter the same information within a session. bitly.com/blog: The site does not require users to re-enter the same information within a session.

Criteria	Conformance Level	Remarks and Explanations
4.1.1 Parsing (Level A) Applies to: WCAG 2.0 and 2.1 – Always answer ‘Supports’ WCAG 2.2 (obsolete and removed) - Does not apply 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: Supports app.bitly.com: Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: For WCAG 2.0, 2.1, EN 301 549, and Revised 508 Standards, the September 2023 errata update indicates this criterion is always supported. See the WCAG 2.0 Editorial Errata and the WCAG 2.1 Editorial Errata. app.bitly.com: For WCAG 2.0, 2.1, EN 301 549, and Revised 508 Standards, the September 2023 errata update indicates this criterion is always supported. See the WCAG 2.0 Editorial Errata and the WCAG 2.1 Editorial Errata. dev.bitly.com: For WCAG 2.0, 2.1, EN 301 549, and Revised 508 Standards, the September 2023 errata update indicates this criterion is always supported. See the WCAG 2.0 Editorial Errata and the WCAG 2.1 Editorial Errata. bitly.com/blog: For WCAG 2.0, 2.1, EN 301 549, and Revised 508 Standards, the September 2023 errata update indicates this criterion is always supported. See the WCAG 2.0 Editorial Errata and the WCAG 2.1 Editorial Errata.
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)	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. app.bitly.com: The name, role, and value of most user interface components can be programmatically determined. However, the following exceptions were identified: Analytics dashboard page: Several interactive elements within the Select Date Range modal are missing accessible name and role information.

Criteria	Conformance Level	Remarks and Explanations
504.2 (Authoring Tool) 602.3 (Support Docs)		- Pricing page: Multiple elements contain empty form labels and/or are assigned generic roles, which may hinder assistive technology support. - Payment page: Several form elements lack programmatically associated labels, reducing accessibility for screen reader users. 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) 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: Not Applicable app.bitly.com: Not Applicable dev.bitly.com: Not Applicable bitly.com/blog: Not Applicable	bitly.com: The site does not contain live synchronized media. app.bitly.com: The site does not contain live synchronized media. dev.bitly.com: The site does not contain live synchronized media. bitly.com/blog: The site does not contain live synchronized media.

Criteria	Conformance Level	Remarks and Explanations
<u>1.2.5 Audio Description (Prerecorded)</u> (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: Does Not Support app.bitly.com: Not Applicable dev.bitly.com: Not Applicable bitly.com/blog: Not Applicable	bitly.com: The site does not support prerecorded video content that requires audio descriptions. An example includes: Bitly Webinars pages 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.
<u>1.3.4 Orientation</u> (Level AA 2.1 and 2.2) 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: Partially 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 site's content generally supports both portrait and landscape orientations and does not restrict its view or operation to a single display orientation. However, an exception was identified on the Home page, where the secondary navigation menu is cut off when expanded 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.
<u>1.3.5 Identify Input Purpose</u> (Level AA 2.1 and 2.2) Also applies to: EN 301 549 Criteria 9.1.3.5 (Web) 10.1.3.5 (Non-web document) 11.1.3.5.1 (Open Functionality Software)	bitly.com: Supports app.bitly.com: Supports dev.bitly.com: Not applicable	bitly.com: The purpose of each input field collecting information about the user can be programmatically determined.

Criteria	Conformance Level	Remarks and Explanations
• 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	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: • Url shortener page: “Next slide” and “Previous slide” do not meet minimum contrast requirements. app.bitly.com: Most text in the site meets minimum contrast requirements. However, the following exceptions were identified: • Pricing page: the white text on the blue RECOMMENDED borders does not provide sufficient contrast. • Bitly Pages - Create Templates page: some text within the templates lacks sufficient contrast. • Bitly Pages - Design page: "Publish Changes" button does not meet minimum contrast requirements. dev.bitly.com: Text meets minimum contrast requirements. bitly.com/blog: Text meets minimum contrast requirements.

Criteria	Conformance Level	Remarks and Explanations
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: Supports app.bitly.com: Partially Supports dev.bitly.com: Supports bitly.com/blog: Partially Supports	bitly.com: The site's content and user interfaces generally support standard zoom capabilities available in modern web browsers and operating systems. app.bitly.com: the site does not fully support text resizing up to 200% without loss of content or functionality. Several issues were observed when text is resized: - Main Navigation: When text is resized to 200%, key navigation items such as the Settings link become inaccessible. - Help Center (Pendo Integration): The Help Center widget's navigation elements are not visible or operable when text resizing is applied. - Secondary Navigation Menu: At 200% text size, elements such as Bitly Admin Tools and Sign Out become inaccessible due to layout constraints. - Bitly Pages - Design Page: in the fonts dropdown, Resizing text to 200% prevents users from accessing all available font options in the dropdown menu. dev.bitly.com: Site content and user interfaces support standard zoom capabilities built into modern web browsers and operating systems. bitly.com/blog: The site's content and user interfaces generally support standard zoom capabilities available in modern web browsers and operating systems. However, a notable exception exists on the <i>Bitly Blog</i> page, where resizing text elements to 200% prevents users from accessing certain content.
1.4.5 Images of Text (Level AA) Also applies to: EN 301 549 Criteria 9.1.4.5 (Web)	bitly.com: Supports app.bitly.com: Supports	bitly.com: The site uses text instead of images of text. app.bitly.com: The site uses text instead of images of text.

Criteria	Conformance Level	Remarks and Explanations
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)	dev.bitly.com: Supports bitly.com/blog: Supports	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 and 2.2) 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: Partially Supports dev.bitly.com: Partially Supports bitly.com/blog: Supports	bitly.com: All functionality supports reflow. Exception includes: - Main Navigation Menu: Becomes inaccessible at a 400-pixel width “Start Now” floater modal: Covers important page content, obstructing access. app.bitly.com: The content at the site generally supports reflow and remains usable at a 320px viewport width without requiring two-dimensional scrolling. However, the following exceptions were identified: - Home Page – Secondary Navigation Menu & Help Center (Pendo Integration): menu items extend beyond the viewport at 320px width, resulting in content being cut off and inaccessible without horizontal scrolling. - Settings – Groups Page: horizontal scrolling is required to view the full text content at 320px width, violating reflow requirements. - Settings – Usage Page: similar to the Groups page, horizontal scrolling is necessary to access all text content when viewed at 320px width. - Bitly Pages – Social Icons Dropdown: dropdown items for social icons are cut off at 320px width, limiting access to all options within the component.

Criteria	Conformance Level	Remarks and Explanations
		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.
1.4.11 Non-text Contrast (Level AA 2.1 and 2.2) 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) ● 12.2.4 (Support Docs) Revised Section 508 – Does not apply	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 on the site have sufficient contrast. Exceptions include: ● Home, Platform, and Solutions pages: The “Next Slide” and “Previous Slide” controls do not meet color contrast requirements. app.bitly.com: Most meaningful non-text content on the site has sufficient contrast. However, some keyboard focus indicators do not meet contrast requirements. These include indicators for commonly used components such as: ● Buttons on the Create Link page: “View our plans,” “Create Page,” “Cancel,” and “Create link” ● Buttons on the Create QRC page: “Cancel,” “Design your code,” “Back,” and “Create your code” ● “Leave feedback” button ● Bitly logo toggle button ● “Edit Image,” “Add Image,” and “Remove” buttons ● “Page Themes,” “Layouts,” and “Publish Changes” buttons on the Bitly Pages design and template screens dev.bitly.com: Meaningful non-text content elements in the site have sufficient contrast.

Criteria	Conformance Level	Remarks and Explanations
		bitly.com/blog: Meaningful non-text content elements generally have sufficient contrast.
1.4.12 Text Spacing (Level AA 2.1 and 2.2) 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: Partially Supports app.bitly.com: Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: The website interface breaks when text spacing is adjusted to meet WCAG requirements. Affected pages include: - Resources - A Bit Closer - Acceptable Use - Trust - Packaged Goods 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 and 2.2) 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: Not applicable bitly.com/blog: Supports	bitly.com: Content that appears on hover or focus—such as tooltips or dropdowns—remains visible while hovered or focused, and can be dismissed, meeting accessibility requirements. app.bitly.com: Content that appears on hover or focus—such as tooltips or dropdowns—remains visible while hovered or focused, and can be dismissed, meeting accessibility requirements. Exception: On the Analytics Dashboard page, when the "Select Date Range" modal is expanded, it obscures underlying content and cannot be dismissed using keyboard-only input. dev.bitly.com: The site does not contain content elements triggered by hover or focus.

Criteria	Conformance Level	Remarks and Explanations
		bitly.com/blog: Content that appears on hover or focus—such as tooltips or dropdowns—remains visible while hovered or focused, and can be dismissed, meeting accessibility requirements.
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 provides multiple ways to locate pages through 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: Supports app.bitly.com: Partially Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: Headings and labels in the site are descriptive. app.bitly.com: Most headings and labels on the site are descriptive and help users understand the content and functionality. However, there are some exceptions, including: - Bitly Pages – Create Template page: empty <h1> heading - Bitly Pages – Design page: empty <h1> heading; orphaned form label error in the Font section dev.bitly.com: Headings and labels in the site are descriptive. bitly.com/blog: Headings and labels in the site are descriptive.

Criteria	Conformance Level	Remarks and Explanations
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: Partially Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: There are multiple instances where focus is either not visually indicated or elements that should be focusable via keyboard navigation are not. Affected pages include: - Contact page: Insufficient focus contrast on the "Browse Knowledge Base" button. - Resources page: Insufficient focus indicator on the "Watch Now" button. "Appeal a Decision" page: "Submit" button lacks a visible keyboard focus indicator. - Pricing page: Several buttons lack a visible focus indicator. - Trust page: Several buttons lack a visible focus indicator. - Acceptable Use page: Several buttons lack a visible focus indicator. - A Bit Closer page: Several buttons lack a visible focus indicator. 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. Affected pages include: - Settings – Group & Usage pages: "Add new Group" and "Apply" buttons - Bitly Pages – Design tab: "Leave feedback" link, Bitly logo toggle, Edit Image, Add/Remove Image buttons, Page Themes, Layouts, Publish Changes button - Bitly Pages – Templates page: "By use case" menu items and "Select Template" buttons - Cookie Settings modal: no visible focus on toggle switches, category headers, or buttons.

Criteria	Conformance Level	Remarks and Explanations
		dev.bitly.com: All focusable elements in site have a visible keyboard focus indicator. bitly.com/blog: All focusable elements have a visible keyboard focus indicator.
2.4.11 Focus Not Obscured (Minimum) (Level AA 2.2 only) - EN 301 549 Criteria – Does not apply - Revised Section 508 – Does not apply	bitly.com: Partially Supports app.bitly.com: Partially Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: All interactive elements receiving keyboard focus remain visible and are not obscured by other content, with the exception of the “ Bitly URL Shortener” and “Branded Links” pages. When dropdown content is opened, and the mouse pointer remains over it, the dropdown does not close, causing other interactive elements to be hidden beneath it. app.bitly.com: In most cases, interactive elements receiving keyboard focus remain visible and unobstructed. However, on the Settings – Group page, the “Groups with Highest Usage” calendar modal may remain open unintentionally, causing it to obscure focused elements behind it. dev.bitly.com: All interactive elements receiving keyboard focus remain visible and are not obscured by other content. bitly.com/blog: All interactive elements receiving keyboard focus remain visible and are not obscured by other content.
2.5.7 Dragging Movements (Level AA 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	bitly.com: Not Applicable app.bitly.com: Supports dev.bitly.com: Not Applicable bitly.com/blog: Not Applicable	bitly.com: The site does not require drag-and-drop interactions. app.bitly.com: All functionality that involves dragging can also be operated through simple pointer alternatives, such as taps or clicks, without requiring complex drag gestures.

Criteria	Conformance Level	Remarks and Explanations
		dev.bitly.com: The site does not require drag-and-drop interactions. bitly.com/blog: The site does not require drag-and-drop interactions.
2.5.8 Target Size (Minimum) (Level AA 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	bitly.com: Supports app.bitly.com: Supports dev.bitly.com: Supports bitly.com/blog: Partially Supports	bitly.com: Interactive elements on site meet the minimum target size requirements app.bitly.com: Interactive elements on site meet the minimum target size requirements dev.bitly.com: Interactive elements on site meet the minimum target size requirements bitly.com/blog: Most interactive elements meet the minimum target size, except on the 'Bitly About' page, where the accordion's clickable area is too small.
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: 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. 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. bitly.com/blog: Within the site's web page, the language of each portion of the page is programmatically determinable.

Criteria	Conformance Level	Remarks and Explanations
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: Supports app.bitly.com: Partially Supports dev.bitly.com: Supports bitly.com/blog: Supports	bitly.com: Components that have the same functionality within the site are identified consistently. app.bitly.com: Most icons across the site have appropriate text alternatives. However, on the Bitly Pages – Create Templates page, the close icon is missing an accessible name. dev.bitly.com: Components that have the same functionality within the site are identified consistently. bitly.com/blog: Components with the same functionality are consistently identified across the site.
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) 11.3.3.3 (Open Functionality Software) 11.3.3.3 (Closed Software) 11.8.2 (Authoring Tool)	bitly.com: Supports app.bitly.com: Partially 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 generally provided, but on the Bitly Pages Design tab, error suggestions are not conveyed to screen reader users when invalid URLs are entered in the “Add Image” modal or Social Icons fields.

Criteria	Conformance Level	Remarks and Explanations
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, as the site does not include form-based interactions that would require error suggestions. bitly.com/blog: Not Applicable, as the site does not include form-based interactions that would require error suggestions.
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: The site does not have any legal commitments or financial transactions for the user to occur. app.bitly.com: Web pages that cause legal commitments or financial transactions are reversible, checked, and confirmed. dev.bitly.com: The site does not have any legal commitments or financial transactions for the user to occur. bitly.com/blog: The site does not have any legal commitments or financial transactions for the user to occur.
3.3.8 Accessible Authentication (Minimum) (Level AA 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	bitly.com: Not Applicable app.bitly.com: Supports dev.bitly.com: Not Applicable bitly.com/blog: Not Applicable	bitly.com: The site does not use cognitive function tests (e.g., puzzles, memory tasks) for authentication app.bitly.com: The sign-in and sign-up processes do not rely on cognitive function tests such as puzzles, memory tasks, or other mechanisms that require the user to remember, manipulate, or transcribe information. dev.bitly.com: The site does not use cognitive function tests (e.g., puzzles, memory tasks) for authentication bitly.com/blog: The site does not use cognitive function tests (e.g., puzzles, memory tasks) for authentication

Criteria	Conformance Level	Remarks and Explanations
4.1.3 Status Messages (Level AA 2.1 and 2.2) 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: Supports app.bitly.com: Does Not Support dev.bitly.com: Not Applicable bitly.com/blog: Supports	bitly.com: On several website pages, the input field within the floating Freehook modal uses status messages that are programmatically conveyed to assistive technologies using appropriate ARIA roles and properties (e.g., aria-live="assertive" and role="alert"). These messages are announced to users without requiring a change of focus. app.bitly.com: Some status messages across the site are not programmatically conveyed to assistive technologies. As a result, screen reader users may not be notified of important changes in content, such as error states or dynamic updates. Examples: • Site-wide: Screen readers do not announce the open/close states of modals and navigation menus. • Create Link page: Error messages (e.g., duplicate URLs, back-half conflicts, empty UTM fields) are visually displayed but not announced by screen readers. • Sign In/Sign Up pages: Error messages are not announced by screen readers. • Settings – Groups page: Informational status messages such as “No usage during this time period” on the bar chart are not read by screen readers. • Payment page: Error messages are not announced by screen readers when they occur. • Design tab (Bitly pages): Error messages are not conveyed to screen reader users. dev.bitly.com: The site does not contain live user interface components that generate status messages for end users. bitly.com/blog: On several website pages, the input field within the floating Freehook modal uses status messages

Criteria	Conformance Level	Remarks and Explanations
		that are programmatically conveyed to assistive technologies using appropriate ARIA roles and properties (e.g., aria-live="assertive" and role="alert"). These messages are announced to users without requiring a change of focus.

Table 3: Success Criteria, Level AAA

Notes: This section was not evaluated, as Bitly products are currently targeting compliance with WCAG 2.2 Level A and AA only.

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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)*

Criteria	Conformance Level	Remarks and Explanations
		* 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 2.4.11 Focus Not Obscured * most specifically applicable
302.3 Without Perception of Color	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 1.4.1 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: 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 1.2.1 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

Criteria	Conformance Level	Remarks and Explanations
		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 2.4.11 Focus Not Obscured * most specifically applicable
302.5 With Limited Hearing	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 1.2.1 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 2.4.11 Focus Not Obscured * most specifically applicable
302.6 Without Speech	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* 1.2.1 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

Criteria	Conformance Level	Remarks and Explanations
		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* 2.4.11 Focus Not Obscured * most specifically applicable
302.7 With Limited Manipulation	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 1.2.1 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 2.4.11 Focus Not Obscured * most specifically applicable
302.8 With Limited Reach and Strength	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

Criteria	Conformance Level	Remarks and Explanations
		1.4.3 Contrast (Minimum) 2.1.1 Keyboard* 2.2.1 Timing Adjustable 2.4.3 Focus Order 2.4.11 Focus Not Obscured * 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 2.4.11 Focus Not Obscured 3.3.1 Error Identification 3.2.6 Consistent Help 3.3.2 Labels or Instructions 3.3.7 Redundant Entry * 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 Bitly products.
603.3 Accommodation of Communication Needs	Not Applicable	

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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: Partially Supports bitly.com/blog: Partially Supports	Refer to Section 508 302.3 Without Perception of Color.
4.2.4 Usage without hearing	bitly.com: Partially Supports	Refer to Section 508 302.4 Without Hearing.

Criteria	Conformance Level	Remarks and Explanations
	app.bitly.com: Partially Supports dev.bitly.com: Partially Supports bitly.com/blog: Partially Supports	
4.2.5 Usage with limited hearing	bitly.com: Partially Supports app.bitly.com: Partially Supports dev.bitly.com: Partially Supports bitly.com/blog: Partially Supports	Refer to Section 508 302.5 With Limited Hearing.
4.2.6 Usage with no or limited vocal capability	bitly.com: Partially Supports app.bitly.com: Partially Supports dev.bitly.com: Partially Supports bitly.com/blog: Partially Supports	Refer to Section 508 302.6 Without Speech.
4.2.7 Usage with limited manipulation or strength	bitly.com: Partially Supports app.bitly.com: Partially Supports dev.bitly.com: Partially Supports bitly.com/blog: Partially Supports	Refer to Section 508 302.7 With Limited Manipulation
4.2.8 Usage with limited reach	bitly.com: Partially Supports	Related to Section 508 302.8 With Limited Reach and Strength.

Criteria	Conformance Level	Remarks and Explanations
	app.bitly.com: Partially Supports dev.bitly.com: Partially 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](#)

Criteria	Conformance Level	Remarks and Explanations
10.0 General (informative)		
10.1.1.1 through 10.4.1.3	See WCAG 2.x section	See information in WCAG 2.x section
10.5 Caption positioning	Web: Not Applicable App: Not Applicable	Web: • The non-web documents does not have any synchronized media with captions. App: • The Bitly in-app experience does not include or rely on non-web documents. All content and

Criteria	Conformance Level	Remarks and Explanations
		interactions are delivered via web-based user interfaces.
10.6 Audio description timing	Web: Not Applicable App: Not Applicable	Web: - The non-web documents do not have any synchronized media with audio descriptions. App: - Bitly's in-app experience does not incorporate or rely on non-web documents. All content and interactions are provided via web-based user interfaces.

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.
12.2.3 Effective communication	bitly.com: Supports app.bitly.com: Supports	Helpdesk services provided through Zendesk.

Criteria	Conformance Level	Remarks and Explanations
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

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