



Accessible Customer Service Standard

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Table of contents

1.0 Summary and intent..... 3

2.0 Audience and scope 3

3.0 Standard requirements..... 3

 3.1. Communication..... 3

 3.2. Assistive devices 3

 3.3. Service animals 3

 3.4. Support persons 3

 3.5. Notice of temporary disruption 4

 3.6. Training of staff..... 4

 3.7. Feedback process..... 4

 3.8. Accessible Formats..... 4

4.0 Monitoring and oversight 4

5.0 Roles and responsibilities..... 6

 5.1. CX Accessibility Team 6

 5.2. Risk Management Accessibility Team..... 6

 5.3. Compliance & Legal..... 6

6.0 Maintenance and review 6

1.0 Summary and intent

CIBC is committed to meeting the accessibility needs of the over 1 in 4 Canadians who identify as having one or more disabilities. We will do so in a manner that is consistent with the principles of independence, dignity and equal opportunity for people with disabilities.

The purpose of this Standard is to communicate CIBC's approach in promoting an accessible environment and removing barriers for people with disabilities. In addition, this standard aims to illustrate some of the key ways that CIBC is equipped to serve clients with disabilities.

2.0 Audience and scope

This Standard applies to team members across the organization who are based in Canada and who may serve, support or interact with clients who have disabilities across all channels. US team members can refer to the [US Accessible Customer Service Standard](#)

3.0 Standard requirements

3.1. Communication

We will always strive to communicate with people with visible and non-visible disabilities in a manner that takes into account their disability and communication needs.

This may include, but is not limited to, written communication, American Sign Language (ASL) or Langue Signe de Quebec (LSQ), or Video Relay Services (VRS). For details on how to request ASL or LSQ interpretation for a CIBC appointment, please visit [our services for clients with hearing-related disabilities page](#). An appointment using ASL and LSQ services can be booked within 10-15 business days of the request being made. Additionally, at our Contact Centres, we accept calls from any relay provider for teletype devices (TTY), Internet Protocol (IP)Relay or VRS services.

At CIBC, we recognize that everyone's communication needs are different and we will work with our clients to identify the best solution.

3.2. Assistive devices

At CIBC, we work towards creating accessible physical environments for all of our clients. Clients with disabilities may use their personal assistive devices when accessing our services or facilities. If there are physical or other barriers that are preventing a client from using their assistive device in our space, we will work to remove that barrier as efficiently as possible.

3.3. Service animals

At CIBC, we recognize that assistance can take many different forms for persons with disabilities, including the use of service animals. This may include, but is not limited to, canine vision companions, canine hearing companions or emotional support animals. We welcome clients with disabilities and their designated service animals when accessing our services or facilities.

3.4. Support persons

At CIBC, we believe in supporting independent banking for all clients. Clients with a disability can be accompanied by a support person for assistance accessing our services, provided that they are directed by the client. In such situations, our staff will always communicate directly with the client rather than the support person, unless explicitly told otherwise by the client.

Our Contact Centres will accommodate working with a third party support person as long as the customer is present, is able to be validated and is able to give consent.

3.5. Notice of temporary disruption

In the event of a planned or unexpected disruption to services or facilities for clients with disabilities, CIBC will notify clients promptly. The notice will be in an obvious location and will include information about the reason for the disruption, its anticipated duration and a description of alternative facilities or services, if available.

3.6. Training of staff

All employees will receive accessible customer service training relevant to their roles, including with respect to any provincial or federal legislation applicable to their role. This includes all provincially-regulated employees receiving training in the following (as applicable):

- an overview of the Accessibility for Ontarians with Disabilities Act, 2005 (“AODA”) as well as the Accessibility for Manitobans Act, 2013 (“AMA”). This includes the requirements of the customer service standards set out in the AODA and AMA.
- the Accessible Customer Service Standard
- how to interact and communicate with clients with various types of disabilities
- creating accessible content

3.7. Feedback process

We welcome your feedback on our Accessibility Plan, our feedback process and any other feedback you would like to provide regarding the accessibility of our products and services.

If you would like to submit anonymous feedback, complete our digital feedback form. This form can always be found by clicking the Feedback tab on the right-hand side of our cibc.com and simplii.com websites. As this form is anonymous, please do not include any personal information.

If you would like to discuss any concerns or ask questions, please use one of the options below:

Email us: mailbox.accessibility@cibc.com

Call us: [1 800 465-CIBC \(2422\)](tel:18004652422) or TTY [1 800 465-7401](tel:18004657401)

We accept and support calls from any relay provider (i.e. Bell, Telus, Rogers, Canada Video Relay Service) for TTY, IP Relay (web enabled messaging device) or VRS.

3.8. Accessible Formats

CIBC will provide this Standard in an accessible format or with communication support, upon request. For information on how to request alternate formats, including braille or large-print statements, please visit our [services for clients with vision-related disabilities page](#). We will consult with the person making the request in order to provide the most suitable format or communication support. We will provide the accessible format in a timely manner and at no additional cost.

4.0 Monitoring and oversight

This section sets out the means by which CIBC will review and oversee the Standard.

The Client Experience (CX) Accessibility Team is responsible for the regular review and maintenance of this Standard, as well as ensuring CIBC adheres to the requirements set out in this document.

- Regular review cycles of this Standard will occur every 2 years

- Off-cycle reviews of this Standard will occur to remain in compliance with relevant regulatory changes or as needed

5.0 Roles and responsibilities

5.1. CX Accessibility Team

- Conduct regular review of the Standard content every 2 years and off-cycle reviews, as needed
- Conduct regular maintenance of the Standard including:
 - Ensuring content is up to date and accurate
 - Addition of new content or removal of invalid content, in line with changes made to the Accessibility Plan or changes to applicable regulations
- Ensure that Standard requirements are being adhered to and are reflective of the service we provide to our clients
- Collaborate with Risk Management Accessibility Team, other relevant stakeholders or impacted groups to review Standard content on a regular cadence or when changes have been made to the Standard
- Engage Compliance for review and approval of the standard when substantive changes have been made

5.2. Risk Management Accessibility Team

- Provide input into the Standard during regular and off-cycle review, as required
- Sign off on content after any substantive changes or before publishing

5.3. Compliance & Legal

- Review and approve content before publishing or after substantive changes to the Standard

6.0 Maintenance and review

The Standard is owned by Jennifer Davidson and will be reviewed by the CX Accessibility Team every 2 years or during off-cycle reviews, as needed, to incorporate necessary changes to standard content.