

Puracy Accessibility Conformance Report

WCAG Edition

(Based on VPAT® Version 2.5)

Name of Product:

Puracy website - <https://puracy.com/>

Report Date:

29th May, 2026

Product Description:

Puracy makes effective, plant-based cleaning and personal care products that are tough on stains and dirt but gentle enough to use around your family.

Contact information:

support@puracy.com

Evaluation Methods Used:

Accessibility testing as per WCAG 2.2 AA guidelines.

The evaluation was performed using the following tools/tests:

- Screen readers:
 - NVDA on Win11/ Chrome
 - VoiceOver on iPhone/ Safari
- WAVE automated tool

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- Color contrast testing using the Color Contrast Analyzer
 - Browser zoom
 - Keyboard-only
 - Text-spacing testing using bookmarklets

Applicable Standards/Guidelines

This report covers the degree of conformance with the following accessibility standards/guidelines:

Standard/Guideline	Included in Report
Web Content Accessibility Guidelines 2.2 at https://www.w3.org/TR/WCAG22/	Level A (Yes) Level AA (Yes) Level AAA (No)

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.

WCAG 2.x Report

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](#).

Notes:

The VPAT has been prepared based on the accessibility evaluation of the following pages/ flows:

https://puracy.com/ - Offer modal - Cart Overlay - Quick View Overlay - Search Overlay - Add to Cart modal
https://puracy.com/blogs/baby-care
https://puracy.com/collections/accessories
https://puracy.com/collections/all
https://puracy.com/pages/about-us
https://puracy.com/pages/affiliates
https://puracy.com/pages/awards
https://puracy.com/pages/b2b-account-sign-up
https://puracy.com/pages/business-for-good
https://puracy.com/pages/contact
https://puracy.com/pages/faq
https://puracy.com/pages/our-guarantee
https://puracy.com/pages/our-ingredients
https://puracy.com/pages/store-locator
https://puracy.com/products/organic-baby-lotion
https://puracy.com/products/natural-laundry-stain-remover
https://puracy.com/products/natural-laundry-detergent
https://puracy.com/cart
Checkout flow

Table 1: Success Criteria, Level A

Criteria	Conformance Level	Remarks and Explanations
<u>1.1.1 Non-text Content</u> (Level A)	Partially Supports	Most images on the website contain relevant alternative text. Exceptions include: Alternative text is not announced for 'Puracy' logo in the 'Offer' modal on Home page [This is specific to 3rd-party plugin: Klaviyo].
<u>1.2.1 Audio-only and Video-only (Prerecorded)</u> (Level A)	Not Applicable	No audio-only or video-only content is present on the website.
<u>1.2.2 Captions (Prerecorded)</u> (Level A)	Not Applicable	No pre-recorded multimedia is present on the website.
<u>1.2.3 Audio Description or Media Alternative (Prerecorded)</u> (Level A)	Not Applicable	No pre-recorded multimedia is present on the website.
<u>1.3.1 Info and Relationships</u> (Level A)	Partially Supports	The website mostly has consistent headers and global table structures to establish clear information and relationships within the website. Screen readers properly identify most of the information available on the website. Visually impaired users are easily able to perceive the relationships between a particular element and its role. Exceptions include: The focus moves to the background elements while navigating through image modal on the Home page [This is specific to 3rd-party plugin: Photoswipe].
<u>1.3.2 Meaningful Sequence</u> (Level A)	Supports	The sequence of the content present on the website is meaningful and

		appropriate, and does not affect the meaning of the provided content.
<u>1.3.3 Sensory Characteristics</u> (Level A)	Supports	No information is present on the website, which is based on sensory characteristics such as shape, size, location, sound, etc.
<u>1.4.1 Use of Color</u> (Level A)	Supports	Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.
<u>1.4.2 Audio Control</u> (Level A)	Not Applicable	No audio content is present on the website that plays automatically for more than 3 seconds.
<u>2.1.1 Keyboard</u> (Level A)	Partially Supports	The website mostly supports standard keyboard navigation and input functions (including swiping to move between input fields and pressing [Double tap] to make selections). <u>Exceptions include:</u> • Multiple elements, such as Close and Got It buttons, are not focusable using the keyboard on the Home page [This is specific to 3rd-party plugin: Skio]. • The 'Subscribe & Save' info icon is not focusable on the Natural Laundry Stain Remover page [This is specific to 3rd-party plugin: Skio].
<u>2.1.2 No Keyboard Trap</u> (Level A)	Supports	Keyboard focus moves sequentially throughout the website without the focus getting trapped in any section, and it is convenient to access the functionality.
<u>2.1.4 Character Key Shortcuts</u> (Level A 2.1 and 2.2)	Not Applicable	No functionalities are dependent on or controlled by character key shortcuts.

<u>2.2.1 Timing Adjustable</u> (Level A)	Not Applicable	There is no such activity present on the website where time needs to be adjusted or extended.
<u>2.2.2 Pause, Stop, Hide</u> (Level A)	Supports	A mechanism is present on the website to stop, pause, or hide the website content.
<u>2.3.1 Three Flashes or Below Threshold</u> (Level A)	Not Applicable	There is no flashing content present on the website.
<u>2.4.1 Bypass Blocks</u> (Level A)	Supports	A bypass mechanism for skipping to the main content is implemented.
<u>2.4.2 Page Titled</u> (Level A)	Supports	Descriptive and correct page titles are present for pages throughout the website.
<u>2.4.3 Focus Order</u> (Level A)	Partially Supports	The focus moves in a correct sequence order for most of the elements on the website from left to right and top to bottom. Exceptions include: The focus does not move correctly to the 'Search Review' section after triggering the rating jump link on the Organic Baby Lotion page [This is specific to 3rd-party plugin: Yotpo].
<u>2.4.4 Link Purpose (In Context)</u> (Level A)	Supports	All links are provided with appropriate link text, and the user would be able to understand the purpose of the link from its link text.
<u>2.5.1 Pointer Gestures</u> (Level A 2.1 and 2.2)	Supports	All functionalities present in the website can be operated with a single pointer without a path-based gesture unless a multipoint or path-based gesture is essential.
<u>2.5.2 Pointer Cancellation</u> (Level A 2.1 and 2.2)	Supports	No down-event of the pointer is used in the website to execute any part of the action.
<u>2.5.3 Label in Name</u> (Level A 2.1 and 2.2)	Partially Supports	Most labels on the website include text, and the same text is defined in

		the code as well to assist speech recognition technologies. Exceptions include: The visual label does not match the accessible name for the subscribe button in the Checkout flow [This is specific to 3rd-party plugin: Shopify Checkout].
2.5.4 Motion Actuation (Level A 2.1 and 2.2)	Not Applicable	No functionality is present on the website that is operable only by device motion.
3.1.1 Language of Page (Level A)	Supports	The language attribute is correctly defined for the web pages.
3.2.1 On Focus (Level A)	Supports	No interactive element is triggered automatically on receiving the focus.
3.2.2 On Input (Level A)	Supports	Change of context does not happen when the user changes the setting of any input controls.
3.2.6 Consistent Help (Level A 2.2 only)	Supports	Consistent help is provided to the users throughout the website.
3.3.1 Error Identification (Level A)	Supports	Errors present on the website are notified to the users correctly.
3.3.2 Labels or Instructions (Level A)	Partially Supports	Generally, the website provides support for motor-impaired and cognitive users as the labels and instructions are provided for the form fields, which are visible and readable to such users. Exceptions include: The visible label is not present for the 'Email' edit field on the Home page [This is specific to 3rd-party plugin: Klaviyo].
3.3.7 Redundant Entry (Level A 2.2 only)	Supports	Users are not prompted for redundant inputs throughout the website.

<u>4.1.2 Name, Role, Value</u> (Level A)	Partially Supports	Most of the website elements have a proper label associated with their role, and the screen reader is recognizing them correctly with updated values as well. <u>Exceptions include:</u> • The 'i' button does not have a discernible text in the Checkout flow [This is specific to 3rd-party plugin: Shopify Checkout]. • Label is not announced for multiple buttons in the Checkout flow [This is specific to 3rd-party plugin: Shopify Checkout]. • An accessible name is not announced for the video dialog on the Natural Laundry Stain Remover page [This is specific to 3rd-party plugin: Fancybox].
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Table 2: Success Criteria, Level AA

Criteria	Conformance Level	Remarks and Explanations
1.2.4 Captions (Live) (Level AA)	Not Applicable	No live multimedia content is present on the website.
1.2.5 Audio Description (Prerecorded) (Level AA)	Not Applicable	No pre-recorded multimedia is present on the website.
1.3.4 Orientation (Level AA 2.1 and 2.2)	Supports	The website does not restrict its view and operation to a single display orientation.
1.3.5 Identify Input Purpose (Level AA 2.1 and 2.2)	Partially Supports	Most interactive fields on the website are clearly labelled to direct the user to enter the data expected in the fields. Exceptions include: Incorrect value is implemented in the autocomplete attribute on the Signup page [This is specific to 3rd-party plugin: Shopify Forms].
1.4.3 Contrast (Minimum) (Level AA)	Partially Supports	Generally, the website adheres to minimum contrast standards. Exceptions include: The text 'Powered by' fails the color contrast ratio on the Home page [This is specific to 3rd-party plugin: Skio].
1.4.4 Resize text (Level AA)	Partially Supports	The website is mostly responsive. At a zoom of 200%, no loss of content or functionality is observed. Exceptions include: The navigation buttons overlap with the text when zooming the browser up to 200% on the Organic Baby Lotion page

		[This is specific to 3 rd -party plugin: PhotoSwipe].
1.4.5 Images of Text (Level AA)	Supports	No information is conveyed to the user via an image of the text.
1.4.10 Reflow (Level AA 2.1 and 2.2)	Partially Supports	Most parts of the website do not require scrolling in two dimensions to present content without loss of information in 400% zoom. Exceptions include: • The videos in 'Video Reel Thumbnail' modal truncates on the 400% enlarged view of 1280 X 1024 on the Natural Laundry Stain Remover page [This is specific to 3rd-party plugin: FancyBox]. • The cart overlay content disappears at the viewport of 320px X 256px on the Home page [This is specific to 3rd-party plugin: Recharge].
1.4.11 Non-text Contrast (Level AA 2.1 and 2.2)	Partially Supports	Most of the website user interface components have a contrast ratio of at least 3:1 against adjacent color(s). Exceptions include: • The 'Checkboxes' fail the color contrast ratio in the Checkout flow [This is specific to 3rd-party plugin: Shopify Checkout]. • The focus surface over 'Phone number country code' combobox fails the color contrast ratio in the Checkout flow [This is specific to 3rd-party plugin: Shopify Checkout]. • The color contrast ratio of the focus indicator over 'Email me with news and offers' and 'Use shipping address as

		billing address' checkboxes fails the minimum color contrast ratio requirement in the Checkout flow [This is specific to 3rd-party plugin: Shopify Checkout].
1.4.12 Text Spacing (Level AA 2.1 and 2.2)	Partially Supports	Generally, the website is compliant with WCAG text spacing requirements. Exceptions include: The placeholder text 'Expiration date (MM / YY)' truncates after applying text spacing properties in the Checkout flow [This is specific to 3rd-party plugin: Shopify Checkout].
1.4.13 Content on Hover or Focus (Level AA 2.1 and 2.2)	Supports	The content that is triggered by hover or focus is dismissible, hoverable, and persistent.
2.4.5 Multiple Ways (Level AA)	Supports	A proper navigation header is provided to access the different types of website pages.
2.4.6 Headings and Labels (Level AA)	Partially Supports	Most headings and labels on the website provide sufficient detail of the content they are describing. Exceptions include: Sufficient label is not announced for the quantity spin button on the Home page [This is specific to 3rd-party plugin: Recharge].
2.4.7 Focus Visible (Level AA)	Supports	All the elements present on the website have focus visibility.
2.4.11 Focus Not Obscured (Minimum) (Level AA 2.2 only)	Partially Supports	Most elements that receive keyboard focus are at least partially visible upon receiving the focus. Exceptions include:

		The focus gets obscured by the tooltip modal while navigating using the keyboard on the Home page [This is specific to 3rd-party plugin: Skio].
<u>2.5.7 Dragging Movements</u> (Level AA 2.2 only)	Not Applicable	This success criterion is not applicable.
<u>2.5.8 Target Size (Minimum)</u> (Level AA 2.2 only)	Supports	The interactive pointer targets are at least 24 by 24 CSS pixels or have sufficient spacing around them.
<u>3.1.2 Language of Parts</u> (Level AA)	Not Applicable	English is the primary and only language of the website. There are no phrases or sentences written in any other language that need to be defined separately.
<u>3.2.3 Consistent Navigation</u> (Level AA)	Supports	Navigational mechanisms are repeated on the website and occur in the same relative order each time they are repeated. Hence, consistent navigation is provided to the user.
<u>3.2.4 Consistent Identification</u> (Level AA)	Supports	Components that provide the same functionality throughout the website can be easily identified by the user.
<u>3.3.3 Error Suggestion</u> (Level AA)	Partially Supports	The provided error messages are mostly descriptive enough to understand the error and identify the location where they occur. <u>Exceptions include:</u> The screen reader is announcing insufficient error message as 'Field is required' for the mandatory form fields on the Signup page [This is specific to a 3rd-party plugin].
<u>3.3.4 Error Prevention (Legal, Financial, Data)</u> (Level AA)	Not Applicable	There are no critical forms available where error prevention is required. Error suggestions are enough to fill out the form and correct the errors.

3.3.8 Accessible Authentication (Minimum) (Level AA 2.2 only)	Not Applicable	This success criterion is not applicable.
4.1.3 Status Messages (Level AA 2.1 and 2.2)	Partially Supports	Most of the updated content automatically notifies the visually impaired users via a screen reader. <u>Exceptions include:</u> • The screen reader does not announce the change notification automatically when the user selects the 'next/previous' button on the Organic Baby Lotion page [This is specific to 3rd-party plugin: Photoswipe].