

**WEBSITE ACCESSIBILITY
POLICY**
2018

purple

CONTENTS

I. GENERAL..... 2

II. POLICY STATEMENT 2

III. APPLICABILITY 2

IV. ACCESSIBILITY GUIDELINES 2

V. COMPLAINTS 3

VI. QUESTIONS; VIOLATIONS OF THE POLICY 3

WEBSITE ACCESSIBILITY POLICY
Adopted Effective as of: July 26, 2018

I. GENERAL

Purple Innovation, Inc. and its subsidiaries (“Purple”) are committed to providing equality of opportunity to persons with disabilities, including equal access to its website.

This policy is a living document that will change over time as IT changes. Purple will communicate any changes to the policy that take place.

II. POLICY STATEMENT

Purple commits to ensuring equal access to its website and will use web page designs that are consistent with the W3C’s Web Content Accessibility Guidelines 2.0 (WCAG) Level AA. The goal for Purple is to be reasonably compliant with WCAG 2.0 Level AA.

The following additional statement shall appear on Purple’s website:

“Purple’s goal is to permit customers and potential customers to successfully gather information and conduct business through our website, including individuals with visual impairments that use screen readers to view the website. Purple has taken steps and is devoting resources to promote website accessibility.

If you have difficulty accessing features or functions on this website, email us at info@purple.com and/or call our customer service line at 888-848-8456 and we will work with you to provide the information you seek.”

III. APPLICABILITY

This Policy applies to official web pages and associated web-based applications.

IV. ACCESSIBILITY GUIDELINES

All new and revised web pages, website templates, and website themes published on or after the effective date of this policy will reasonably comply with WCAG 2.0 Level AA.

On a periodic basis, Purple will review its website for compliance with this policy. Purple will internally or have a third-party company scan on the company website at least every other quarter.

Purple’s Lead Web Developer will serve as Purple’s Website Accessibility Lead. The Website Accessibility Lead will be responsible for adherence to the Policy on Website Accessibility and the implementation of this plan to achieve and maintain the Accessibility Guidelines for Purple.

V. COMPLAINTS

Please be aware that efforts are ongoing. Complaints regarding accessibility of Purple's Web pages should be directed to legal@purple.com.

VI. QUESTIONS; VIOLATIONS OF THE POLICY

If a Purple employee is uncertain about the application of this Policy in any particular circumstance, the Purple employee should consult with the Legal Department for clarification.

Any violation of this Policy by an employee shall be brought to the attention of the Chief Legal Officer or may be reported on Purple's Ethics Hotline. Violation of this Policy may constitute grounds for discipline or termination of employment.