



CUSTOMER SERVICE POLICY STATEMENT: PROVIDING GOODS AND SERVICES TO PEOPLE WITH DISABILITIES

1. Our commitment

Rainbow Centre Cinemas Inc. is committed to providing its goods and services in a way that respects the dignity and independence of people with disabilities. We are also committed to improving access to people with disabilities at our cinemas.

Rainbow Centre Cinemas Inc. (hereafter referred to as Rainbow) welcomes communication from our customers to ensure that people with disabilities receive the service, respect and opportunities to enjoy their movie-going experience at our cinemas.

2. Providing goods and services to people with disabilities

We are committed to excellence in serving all customers including people with disabilities and we will carry out our functions and responsibilities in the following areas:

a) Communication

We will communicate with people with disabilities in ways that take into account their disability.

We will train staff who communicate with customers on how to interact and communicate with people with various types of disabilities.

b) Telephone Services

We are committed to providing fully accessible telephone service to our customers. We will train staff to communicate with customers over the telephone in clear and plain language and to speak clearly and slowly.

We will offer to communicate with customers by e-mail and TTY services if standard telephone is not suitable to their communication needs or is not available.

c) Assistive Listening Devices

We will provide the assistive listening devices to those who may need them.

We will also ensure that all staff members know how to use and explain the operation of these devices.

d) Use of Service Animals

We are committed to welcoming people with disabilities who are accompanied by a service animal on the parts of our premises that are open to the public and other third parties. We will also ensure that all staff, volunteers and others dealing with the public are properly trained in how to interact with people with disabilities who are accompanied by a Service Animal.

If it is not readily apparent that the animal is a Service Animal, the management may ask for a letter from an authorized agency confirming that the customer requires the animal related to his or her disability.

e) Support Persons

People with disabilities, who present the Access2 Entertainment Card, will be charged the admission price applicable for the specific show. In addition, there will be no admission fee charged for a support person responsible for rendering assistance to the holder of the Access2 Entertainment Card.

Access2 Entertainment Card Information and application is available at:

<http://easterseals.ca/english/category/programs/access2>

3. Notice of Temporary Disruption

Rainbow management will endeavour, at all times, to provide customers with notice in the event of a planned or unexpected disruption in the facilities or services usually used by people with disabilities. This notice will include information about the reason for the disruption, its anticipated duration, and a description of alternative facilities or services, if available.

The notice will be placed at an obvious location within our premises. Our website pages and the 24-hr movie information lines, which are controlled by the individual managers, will also be utilized to communicate with customers when necessary.

4. Training for Staff

Rainbow and Carlton Cinema managers will provide training to all employees, volunteers and others who deal with the public or other third parties on their behalf, and all those who are involved in the development and approvals of customer service policies, practices and procedures.

Full training will be provided within one week after a new staff member commences duties.

Training will include the following:

- Explaining the purpose of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of the customer service standard
- How to interact and communicate with people with various types of disabilities
- How to interact with people with disabilities who use an assistive device or require the assistance of a service animal or a support person
- What to do if a person with a disability is having difficulty in accessing our goods and services
- Review AODA presentation at: <http://www.mcass.gov.on.ca/mcass/serve-ability/splash.html> and complete questionnaire (Appendix D: Test Your Knowledge) included in our New Employees' Welcome Brochure
- Review and observe Rainbow Accessibility, Operations, Health and Safety policies practices and procedures relating to the company's customer service standards.

All staff members will be trained on policies; practices and procedures that affect the way our services are provided to people with disabilities. Staff will also be re-trained on an ongoing basis when changes are made to these policies, practices and procedures.

5. Modifications to Policies

Rainbow is committed to developing customer service policies that respect and promote the dignity and independence of people with disabilities. Therefore, no changes will be made to this policy or other policies before considering the impact on people with disabilities. Any policy that does not respect and promote the dignity and independence of people with disabilities will be modified or removed.

6. Feedback Process

The ultimate goal of Rainbow is to meet and surpass customer expectations while serving customers with disabilities. Comments on our services, regarding how well those expectations are being met, are welcome and appreciated.

The privacy of those providing feedback will be respected and Rainbow will review feedback in order to improve the service staff and management provide.

Feedback regarding the way Rainbow provides goods and services to people with disabilities can be made by communicating, in person, to cinema management or via e-mail to:

mlt@magiclanterntheatres.ca

Feed-back may also be sent via phone, fax or mail to:

Gloria Edwards
Magic Lantern Theatres
203-11729 – 105 Avenue NW
Edmonton, AB
T5H 0L9
Phone: (780) 482-1611
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