

Accessibility Statement

This accessibility statement applies to the website <https://www.kitchenaid.co.uk/>.

It does not apply to other content or websites published on any of its subdomains. These websites and their content will have their own specific accessibility statement.

This website is managed by KitchenAid Europa Inc. and it is designed to be used by as many people as possible, including persons with disabilities.

You should be able to:

- zoom up to 200% without problems
- navigate most of the website using just a keyboard
- navigate most of the website using a modern screen reader and speech recognition software (on your computer or phone)

This website is designed to comply with the [technical standard for websites and mobile apps, EN 301 549 v.3.2.1](#). This closely follows level 'AA' of the [Web Content Accessibility Guidelines \(WCAG\) version 2.1](#).

Compliance Status

This website is **partially compliant** with [technical standard EN 301 549 v.3.2.1](#) and the [Web Content Accessibility Guidelines \(WCAG\) 2.1 Level AA](#). See '[Non-accessible content](#)' for more details. See "Non-Accessible Content" for more details.

Compatibility with browsers and assistive technology

The European Union website is designed to be compatible with the following most used assistive technologies:

- the latest version of Google Chrome, Microsoft Edge, Mozilla Firefox and Apple Safari browsers;
- in combination with the latest versions of NVDA, VoiceOver and TalkBack.

Technical specifications

The accessibility of the European Union website relies on the following technologies to work with the particular combination of web browser and any assistive technologies or plugins installed on your computer:

- HTML
- WAI-ARIA
- CSS
- JavaScript

Non-Accessible Content

The content listed below contains the main non-accessible items due to non-compliance with the Web Content Accessibility Guidelines (WCAG).

Homepage

- **Main Banner:** Fails to meet WCAG 1.1.1 (Non-text Content), WCAG 2.4.4 (Link Purpose - In Context)
- **Promotional Tiles:** Fails to meet WCAG 1.1.1 (Non-text Content), WCAG 2.4.4 (Link Purpose - In Context)
- **Video Player:** Fails to meet WCAG 1.2.1 (Audio-only and Video-only - Prerecorded), WCAG 1.2.2 (Captions - Prerecorded), WCAG 1.2.5 (Audio Description - Prerecorded)

Header

- **Logo:** Fails to meet WCAG 1.1.1 (Non-text Content)
- **Main Navigation:** Fails to meet WCAG 2.4.1 (Bypass Blocks), WCAG 2.4.7 (Focus Visible)
- **Search Icon:** Fails to meet WCAG 1.1.1 (Non-text Content)

Footer

- **Social Media Links:** Fails to meet WCAG 2.4.4 (Link Purpose - In Context)
- **Newsletter Subscription Form:** Fails to meet WCAG 1.3.1 (Info and Relationships), WCAG 3.3.2 (Labels or Instructions)

Product Page

- **Product Image Gallery:** Fails to meet WCAG 1.1.1 (Non-text Content), WCAG 2.1.1 (Keyboard)
- **Color Swatches:** Fails to meet WCAG 1.4.1 (Use of Color), WCAG 1.4.11 (Non-text Contrast)
- **Accordion for Product Details:** Fails to meet WCAG 1.3.1 (Info and Relationships), WCAG 2.1.1 (Keyboard)

Cart

- **"Update Quantity" Field:** Fails to meet WCAG 3.3.2 (Labels or Instructions)
- **"Proceed to Checkout" Button:** Fails to meet WCAG 2.4.7 (Focus Visible)
- **Error Messages:** Fails to meet WCAG 3.3.1 (Error Identification), WCAG 4.1.3 (Status Messages)

Checkout

- **Form Fields:** Fails to meet WCAG 1.3.5 (Identify Input Purpose), WCAG 3.3.2 (Labels or Instructions)
- **Shipping Method Radio Buttons:** Fails to meet WCAG 1.3.1 (Info and Relationships)
- **Payment Information Section:** Fails to meet WCAG 1.3.1 (Info and Relationships), WCAG 2.4.7 (Focus Visible)

Product List Pages (v1, v2, v3)

- **Filter Options:** Fails to meet WCAG 1.3.1 (Info and Relationships), WCAG 2.1.1 (Keyboard)
- **Product Cards:** Fails to meet WCAG 1.1.1 (Non-text Content), WCAG 2.4.4 (Link Purpose - In Context)
- **Pagination:** Fails to meet WCAG 2.4.4 (Link Purpose - In Context), WCAG 2.4.7 (Focus Visible)

Blog

- **Article Images:** Fails to meet WCAG 1.1.1 (Non-text Content)
- **"Read More" Links:** Fails to meet WCAG 2.4.4 (Link Purpose - In Context)

Login, Registration, and User Profile

- **Input Fields and Labels:** Fails to meet WCAG 1.3.1 (Info and Relationships), WCAG 3.3.2 (Labels or Instructions)
- **Error Messages:** Fails to meet WCAG 3.3.1 (Error Identification), WCAG 4.1.3 (Status Messages)
- **Password Requirements:** Fails to meet WCAG 3.3.2 (Labels or Instructions)

Store Locator

- **Map View:** Fails to meet WCAG 1.1.1 (Non-text Content), WCAG 2.1.1 (Keyboard)
- **Search Input:** Fails to meet WCAG 3.3.2 (Labels or Instructions)
- **Store List Results:** Fails to meet WCAG 1.3.1 (Info and Relationships)

Recipe Page

- **Ingredients Checklist:** Fails to meet WCAG 1.3.1 (Info and Relationships), WCAG 4.1.2 (Name, Role, Value)
- **Instructional Video:** Fails to meet WCAG 1.2.2 (Captions - Prerecorded), WCAG 1.2.5 (Audio Description - Prerecorded)

Search + SERP

- **Search Bar:** Fails to meet WCAG 2.4.7 (Focus Visible)
- **Search Results:** Fails to meet WCAG 2.4.4 (Link Purpose - In Context)

Product Registration

- **Date Picker:** Fails to meet WCAG 2.1.1 (Keyboard)
- **File Upload for Proof of Purchase:** Fails to meet WCAG 1.1.1 (Non-text Content)

Events [Not every country contains this section]

- **Event Calendar:** Fails to meet WCAG 1.3.1 (Info and Relationships), WCAG 2.1.1 (Keyboard)
 - **"Register for Event" Link:** Fails to meet WCAG 2.4.4 (Link Purpose - In Context)
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Preparation of this statement

This statement was prepared on 30 July 2025.

The statement was last reviewed on 30 July 2025.

The statement is based on a review of a representative sample of web pages by an [IAAP](#)-qualified accessibility expert, using a combination of manual and automated testing.

Feedback and Contact Information

We welcome your feedback on the accessibility of the <https://www.kitchenaid.co.uk/> website. Please let us know if you encounter accessibility barriers:

- **E-mail:** consumercare.uk@kitchenaid.eu
- **Subject:** Kitchenaid Accessibility Feedback
- **Postal address:** Nijverheidslaan 3, 1853 Grimbergen Belgien
- **Telephone number:** 00800 381 04026

We try to respond to feedback within 15 business days from the date of receipt of the enquiry by the responsible KitchenAid Department.

Enforcement Procedure

If you are not satisfied with our response to your accessibility concern, you have the right to complain to the relevant enforcement body in your country.