

Pendo.io, Inc. – Accessibility Conformance Report

(Based on VPAT® Version 2.5Rev)

Name of Product/Version: Pendo OEM web application

Report Date: March 2026

Product Description:

A web-based product analytics and in-app guidance platform that enables teams to understand user behavior and deliver in-app messaging, guides, and insights. This VPAT covers the web-based end-customer experience available through Pendo's OEM partner program, including core navigation and product modules available within the end-customer subscription environment.

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Notes: None

Evaluation Methods Used: Evaluation of the product involved a combination of automated, manual, and functional testing against the applicable success criteria within the Web Content Accessibility Guidelines (WCAG) 2.2 Conformance Levels A and AA. Level Access (Level) tested a selection of the product using a representative sample to cover the components and functionality of user flows. Below is a list of the assistive technologies (ATs) used:

- NVDA/Chrome

Applicable Standards/Guidelines

This report covers the degree of conformance for the following accessibility standard/guidelines:

Standard/Guideline	Included in Report
Web Content Accessibility Guidelines 2.0	Level A (Yes) Level AA (Yes) Level AAA (No)
Web Content Accessibility Guidelines 2.1	Level A (Yes) Level AA (Yes) Level AAA (No)
Web Content Accessibility Guidelines 2.2	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. This can be used only in WCAG Level AAA.

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 2.1 Conformance Requirements](#).

Table 1: Success Criteria, Level A

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.1.1 Non-text Content (Level A)	Web: Partially Supports	Web: Some non-text content presented to the user in the product has text alternatives that serve the equivalent purpose. Exceptions include: <ul style="list-style-type: none"> • There are images that serve a decorative purpose but are exposed to screen readers. Examples include: <ul style="list-style-type: none"> • "Edit" • "Empty state image" • There are graphs with insufficiently descriptive textual equivalents. Examples include: <ul style="list-style-type: none"> • Graph "Interactive chart" on "Add Widget - Page use by Visitor" page. • There is a visually hidden chart on " Add Widget - Page use by Visitor" screen meant to be hidden from all users, but it can still be accessed by keyboard or screen reader users.
1.2.1 Audio-only and Video-only (Prerecorded) (Level A)	Web: Supports	Web: The product does not contain prerecorded audio-only or video-only media.
1.2.2 Captions (Prerecorded) (Level A)	Web: Supports	Web: The product does not contain any prerecorded synchronized media (video with audio) that requires captions.
1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A)	Web: Supports	Web: The product does not contain any prerecorded video media that requires audio descriptions or a media alternative.

Criteria	Conformance Level	Remarks and Explanations
1.3.1 Info and Relationships (Level A)	Web: Partially Supports	<p>Web: In most instances, the product does not ensure that information, structure, and relationships conveyed through presentation can also be determined programmatically or through text. Exceptions include:</p> <ul style="list-style-type: none"> • There is content that functions as a heading but does not use heading markup. Examples include: <ul style="list-style-type: none"> • Text "Choose a template or add a widget". • Form controls lack programmatically associated labels, including "Search Browser" text input field and "Page usage by" combobox • There is content that appears as a list but does not use list markup. Examples include: <ul style="list-style-type: none"> • "Pages" • "Features" • "Track events" • There are dialogs without name information. Examples include: <ul style="list-style-type: none"> • Dialog "Select activity".
1.3.2 Meaningful Sequence (Level A)	Web: Partially Supports	<p>Web: In most instances, the product ensures that a correct reading order can be programmatically determined for content whose presentation sequence affects its meaning. Examples include:</p> <ul style="list-style-type: none"> • The search typeahead suggestion popup does not trap screen reader focus, allowing users to navigate outside the expanded control while it remains open.

Criteria	Conformance Level	Remarks and Explanations
1.3.3 Sensory Characteristics (Level A)	Web: Partially Supports	<p>Web: In most instances, the product does not contain instructions that rely solely on sensory characteristics such as shape, size, visual location, or sound. Exceptions include:</p> <ul style="list-style-type: none"> • Navigation menu items ("Dashboard", "Cursor", "Briefcase", "Pie chart") use icon labels without text alternatives, requiring users to identify functions based on visual symbols alone. • Form field requirement indicators rely on visual presentation of the word "Required" without programmatic association to the corresponding input fields.
1.4.1 Use of Color (Level A)	Web: Partially Supports	<p>Web: In most instances, the product does not use color as the only visual means of conveying information, indicating an action, or prompting a response. Examples include:</p> <ul style="list-style-type: none"> • Chart markers use color alone to distinguish data points without additional visual indicators such as patterns, shapes, or labels.
1.4.2 Audio Control (Level A)	Web: Supports	Web: The product does not include audio that plays automatically.
2.1.1 Keyboard (Level A)	Web: Partially Supports	<p>Web: In most instances, the product ensures that interactive content and functionality is accessible and operable using a keyboard or keyboard emulator. Exceptions include:</p> <ul style="list-style-type: none"> • Chart legend elements such as "Sessions for Web Apps" and "Chrome" are not keyboard accessible and cannot receive focus.

Criteria	Conformance Level	Remarks and Explanations
2.1.2 No Keyboard Trap (Level A)	Web: Supports	Web: Where a component can receive keyboard focus, the product allows focus to be moved away using only the keyboard and/or advises users of any non-standard methods required to do so.
2.1.4 Character Key Shortcuts (Level A 2.1 only)	Web: Supports	Web: The product does not use character key shortcuts.
2.2.1 Timing Adjustable (Level A)	Web: Supports	Web: The product allows users to turn off, adjust, or extend time limits imposed for content before expiration.
2.2.2 Pause, Stop, Hide (Level A)	Web: Supports	Web: The product does not contain content that moves, blinks, scrolls, or auto-updates.
2.3.1 Three Flashes or Below Threshold (Level A)	Web: Supports	Web: The product does not contain flashing content.
2.4.1 Bypass Blocks (Level A)	Web: Supports	Web: The product provides skip links and other mechanisms to bypass blocks of content repeated on multiple pages.
2.4.2 Page Titled (Level A)	Web: Supports	Web: The product provides titles that adequately describe their topic or purpose.
2.4.3 Focus Order (Level A)	Web: Partially Supports	Web: In most instances, pages of the product can be navigated sequentially with a focus order that matches the logical reading order. Exceptions include: <ul style="list-style-type: none"> • Tab focus moves to the <div> section that should not receive focus due to its state on Add Widget page.

Criteria	Conformance Level	Remarks and Explanations
2.4.4 Link Purpose (In Context) (Level A)	Web: Partially Supports	Web: In most instances, the product ensures that the purpose of links can be determined from the link text alone or in combination with the surrounding or programmatic context. Exceptions include: <ul style="list-style-type: none"> • Multiple links contain generic text that does not convey destination or purpose. Examples include <ul style="list-style-type: none"> • "Page" • "View details."
2.5.1 Pointer Gestures (Level A 2.1 only)	Web: Supports	Web: The product ensures functionality that uses multipoint or path-based gestures for operation can be operated with a single pointer without a path-based gesture.
2.5.2 Pointer Cancellation (Level A 2.1 only)	Web: Supports	Web: The product ensures that functionality on pointer down-event is completed only when the user releases the pointer or allows the user to abort and/or undo the action.

Criteria	Conformance Level	Remarks and Explanations
2.5.3 Label in Name (Level A 2.1 only)	Web: Partially Supports	<p>Web: In some instances, the product ensures that when interface components have visual labels that include text, the provided accessible name contains the visually presented text. Exceptions include:</p> <ul style="list-style-type: none"> • Form controls lack programmatically associated labels, including "Search Browser" text input, "Page usage by" combobox, and "Starting event" and "Ending event" dropdown buttons. • Button accessible names do not include visible label text. Examples include: <ul style="list-style-type: none"> • "Plus" • "Go to page" • "Add filter"
2.5.4 Motion Actuation (Level A 2.1 only)	Web: Supports	Web: The product does not contain functionality that requires device motion or user motion.
3.1.1 Language of Page (Level A)	Web: Supports	Web: The product ensures that the default human language used on each page can be programmatically determined.
3.2.1 On Focus (Level A)	Web: Supports	Web: the product ensures that interface components do not initiate a change of context when receiving focus.
3.2.2 On Input (Level A)	Web: Supports	Web: In most instances, the product ensures that interactive components do not initiate a change in context when the component setting is changed unless followed by an explicit user action such as activation of a button or link unless the user has been advised of this behavior before use.

Criteria	Conformance Level	Remarks and Explanations
3.2.6 Consistent Help (Level A 2.2 only)	Web: Supports	Web: Help mechanisms occur in the same order relative to other page content in the product.
3.3.1 Error Identification (Level A)	Web: Supports	Web: The item or field in error is identified, and the error is described to the user in text.
3.3.2 Labels or Instructions (Level A)	Web: Partially Supports	Web: In most instances, where user input is required, the product presents adequate labels or instructions for successfully providing that input. Exceptions include: <ul style="list-style-type: none"> Form field "Search guide" uses placeholder attribute as accessible name instead of a persistent label element Form controls such as "Application type", "Filter by production", "Filter by page views" lack persistent visual labels.
3.3.7 Redundant Entry (Level A 2.2 only)	Web: Supports	Web: The product does not request redundant user-entered information in multi-step processes.
4.1.1 Parsing (Level A) Applies to: WCAG 2.0 and 2.1 – Always answer ‘Supports’ WCAG 2.2 (obsolete and removed) - Does not apply	Web: Supports	For WCAG 2.0, 2.1, EN 301 549, and Revised 508 Standards, the September 2023 errata update indicates this criterion is always supported. See the WCAG 2.0 Editorial Errata and the WCAG 2.1 Editorial Errata .

Criteria	Conformance Level	Remarks and Explanations
4.1.2 Name, Role, Value (Level A)	Web: Partially Supports	<p>Web: In most instances, the product contains user interface components whose name, role, state, and value can be programmatically determined, and whose state, properties, and value, where applicable, can be programmatically set.</p> <p>Exceptions include:</p> <ul style="list-style-type: none"> • The combobox "Date range" has an incorrect role. • There are buttons without appropriate role and state information. Examples include: <ul style="list-style-type: none"> • "Buttons "Select all apps" • "Select web apps" • "Select mobile apps"

Table 2: Success Criteria, Level AA

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.2.4 Captions (Live) (Level AA)	Web: Supports	Web: The product does not contain any live synchronized media (video with audio) that requires real-time captioning.
1.2.5 Audio Description (Prerecorded) (Level AA)	Web: Supports	Web: The product does not contain any prerecorded synchronized media (video with audio) that requires audio descriptions.
1.3.4 Orientation (Level AA 2.1 only)	Web: Supports	Web: The product does not restrict its view and operation to a single display orientation, such as portrait or landscape.
1.3.5 Identify Input Purpose (Level AA 2.1 only)	Web: Supports	Web: The product ensures that the purpose of input fields that request information about the user, such as name or email, can be programmatically determined.

Criteria	Conformance Level	Remarks and Explanations
1.4.3 Contrast (Minimum) (Level AA)	Web: Partially Supports	<p>Web: In some instances, visual presentation of text and images of text in the product provides a contrast ratio of at least 4.5:1 against adjacent colors. Exceptions include:</p> <ul style="list-style-type: none"> Text elements including "Favorites", "All replays", "Learn more", "Save clips". and "Upgrade" do not meet the minimum 4.5:1 contrast ratio requirement, with measured ratios ranging from 2.847:1 to 4.390:1 against their respective backgrounds.
1.4.4 Resize text (Level AA)	Web: Partially Supports	<p>Web: In some instances, the product allows text to be resized without assistive technology up to 200 percent without loss of content or functionality. Exceptions include:</p> <ul style="list-style-type: none"> Content disappears at 200% zoom with 1280px viewport width, including "Integrations" popover, "Previous day" and "Next day" navigation buttons. Content overlaps at 200% zoom with 1280px viewport width, including "Key metrics for Oct 1, 2025 to Oct 31, 2025" heading and illustration overlapping "Search visitors" input field.
1.4.5 Images of Text (Level AA)	Web: Supports	Web: Except for logos, the product uses text instead of images of text.

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1.4.10 Reflow (Level AA 2.1 only)	Web: Partially Supports	<p>Web: In some instances, the product allows for resizing of content to a minimum width of 320 CSS pixels or vertical height of 256 CSS pixels without loss of content or functionality, and without requiring scrolling in two dimensions except where scrolling is required for two-dimensional content such as tables. Exceptions include:</p> <ul style="list-style-type: none"> • Content requires horizontal scrolling at 320 CSS pixel viewport width, including the "Chrome" filter tag. • Text content is truncated at 320 CSS pixel viewport width, including the link text "Level Access Test 2025".

Criteria	Conformance Level	Remarks and Explanations
1.4.11 Non-text Contrast (Level AA 2.1 only)	Web: Partially Supports	<p>Web: In most instances, visual presentation of non-text content in the product has a contrast ratio of at least 3:1 against adjacent color(s). Exceptions include:</p> <ul style="list-style-type: none"> • There are user interface components with a contrast ratio below 3.00:1. Foreground color: #EAECF1, Background color: #FFFFFF resulting in Contrast ratio: 1.182. Examples of this user interface component include: <ul style="list-style-type: none"> • Active focus outline of the element "Account reports". • There are graphical objects with a color contrast ratio below 3.00:1. Foreground color: #9A9CA5, Background color: #F4F4F7 resulting in contrast ratio: 2.493. Examples include: <ul style="list-style-type: none"> • Graphical object "Ascending/Descending indicator".
1.4.12 Text Spacing (Level AA 2.1 only)	Web: Partially Supports	<p>Web: In most instances, the product supports user changes in text style properties, such as line height or text spacing, without loss of content or functionality. Exceptions include:</p> <ul style="list-style-type: none"> • There is content that is cut off when viewing with custom spacing on pages such as "Guide List Overview", " Create New Dashboard", "Create Segment", and " Journey Details".

Criteria	Conformance Level	Remarks and Explanations
1.4.13 Content on Hover or Focus (Level AA 2.1 only)	Web: Partially Supports	<p>Web: In most instances, content in the product that is triggered by hover or focus remains visible while triggered, remains visible while moving the pointer over it, and can be dismissed without moving the pointer or changing focus if it obscures other content. Exceptions include:</p> <ul style="list-style-type: none"> • There is content that appears on hover and focus, obscures other content and cannot be dismissed without moving focus or the cursor. Examples include: <ul style="list-style-type: none"> • "This widget displays path data from..."
2.4.5 Multiple Ways (Level AA)	Web: Supports	<p>Web: The product provides multiple ways to navigate through pages in the product except where pages are sequential steps in a process.</p>
2.4.6 Headings and Labels (Level AA)	Web: Partially Supports	<p>Web: In most instances, the product uses headings and labels that describe their topic or purpose. Exceptions include:</p> <ul style="list-style-type: none"> • Multiple buttons throughout the application use non-descriptive accessible names such as "trash", and "arrow-left-to-line" that lack context about their specific function. • Button elements rely on generic aria-label values that do not identify what content or action they affect, including delete buttons, clear search buttons, and cancel/save controls. • Icon-only buttons fail to provide sufficient context to distinguish between multiple instances of the same generic label on a single page.

Criteria	Conformance Level	Remarks and Explanations
2.4.7 Focus Visible (Level AA)	Web: Supports	Web: The product provides a visible indication of keyboard focus for elements on each page.
2.4.11 Focus Not Obscured (Minimum) (Level AA 2.2 only)	Web: Partially Supports	Web: In most instances, when user interface components receive focus, they are, at minimum, partially visible. Exceptions include: <ul style="list-style-type: none"> • Menu items displayed by the "Date range" control fully obscure the "Metric", "Segment", and "Account" tabs when focused. • The "Follow across apps" and "All apps" checkboxes are fully obscured by the expanded "Add filter" element when focused.
2.5.7 Dragging Movements (Level AA 2.2 only)	Web: Partially Supports	Web: In most instances, when dragging movement is needed for operation the product allows the functionality to be accomplished by a single pointer without dragging. Exceptions include: <ul style="list-style-type: none"> • Rearrange functionality requires dragging movement with no single-pointer alternative available (class="list-item-handle" with draggable icon) • Section resizer panel control requires dragging movement with no single-pointer alternative available (class="query-side-panel_handle")
2.5.8 Target Size (Minimum) (Level AA 2.2 only)	Web: Supports	Web: The size of targets in the product meets the requirements of this criterion.
3.1.2 Language of Parts (Level AA)	Web: Supports	Web: Where pages of the product contain text in multiple languages, the language used for each passage can be programmatically determined.

Criteria	Conformance Level	Remarks and Explanations
3.2.3 Consistent Navigation (Level AA)	Web: Supports	Web: The product ensures that navigational mechanisms repeated across the product are presented consistently and in the same relative order.
3.2.4 Consistent Identification (Level AA)	Web: Supports	Web: The product ensures that components with the same functionality are identified consistently across pages of the product.
3.3.3 Error Suggestion (Level AA)	Web: Supports	Web: Where the product automatically detects input errors and provides error messages, the product also provides suggestions for correcting errors.
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)	Web: Supports	Web: The product does not cause legal commitments, process financial transactions, or modify or delete user-controllable data.
3.3.8 Accessible Authentication (Minimum) (Level AA 2.2 only)	Web: Supports	Web: The product does not require an authentication process.
4.1.3 Status Messages (Level AA 2.1 only)	Web: Partially Supports	Web: In most instances, the product provides status messages that can be presented to assistive technologies without receiving focus. Exceptions include: <ul style="list-style-type: none"> Typeahead suggestion counts (e.g., "5 results available") appear in the search input field without ARIA live region implementation and are not announced to screen readers.