

Accessibility Statement

Effective and last updated: 12 October 2026

THE GIRL CAN BAKE (TGCB) wants people to be able to browse our cupcakes and boxes, understand our products, choose flavours, request a bespoke cake and communicate with our team. We recognise that customers may navigate with a keyboard, use a screen reader, enlarge text, need stronger contrast or encounter other barriers when using digital services.

1. Our approach

We aim to improve the accessibility of TGCB's website and customer experience over time. We use the Web Content Accessibility Guidelines (WCAG) 2.2, Level AA, as a design and improvement reference. Those guidelines address whether content is perceivable, operable, understandable and robust across different ways of accessing the web.

This is a statement of our approach, not a claim of certification or complete conformance. TGCB has not completed an independent accessibility audit of the entire customer journey. Some pages, videos, PDFs, interactive controls or third-party features may have limitations. Nothing in this Statement excludes duties or remedies provided by applicable law.

2. Areas we aim to improve

Our priorities include meaningful headings and page structure; clear form labels and instructions; useful alternative text for relevant images; visible keyboard focus; sufficient contrast; readable text that can be enlarged; understandable error and selection messages; and layouts that work on different screen sizes.

For shopping, we aim to make box sizes, flavour quantities, prices, order summaries, gift-note fields and delivery choices understandable and reviewable before a customer proceeds. Bespoke cake enquiries should offer clear ways to share requirements without depending only on images. Where multimedia communicates essential information, we aim to provide captions, transcripts or another suitable alternative. Decorative media should not be the only way to understand a product or complete an order.

3. Current scope and limitations

The Statement covers TGCB-controlled website pages, product and policy information, flavour-selection tools and enquiry forms. It also applies to improvements we make to future TGCB-operated checkout journeys as they become available.

Our site and future store can include external fonts, embedded media, Shopify components, payment-provider interfaces, courier services and social platforms. We consider accessibility when selecting or configuring services within our control, but cannot certify independently operated platforms. If a third-party feature creates a material barrier, we will assess

reasonable improvements or an alternative route. These limitations do not remove TGCB's responsibility to consider accessibility in its own service.

Some downloadable PDFs may not support every assistive technology or be fully tagged. The corresponding policy text is also available on our website, and you can request a readable text copy. We will not require you to use Instagram or provide medical information as the only way to seek accessibility assistance.

4. Help with browsing, ordering or enquiries

If you cannot use a page or feature, email hello@thegirlcanbake.com. Our team can help explain the available products and ingredients, describe box and flavour options, record a bespoke enquiry or assist with the available ordering process. Any order remains subject to the ordinary quotation, availability, payment and delivery arrangements.

We will discuss a suitable alternative with you rather than assume which accommodation you need. We do not ask you to send payment-card details or passwords by email. If a payment method is inaccessible, we will help identify an available secure alternative, where practicable.

5. Reporting an accessibility issue

Email hello@thegirlcanbake.com with the subject 'Accessibility support'. If possible, include the page address or feature, what you were trying to do, the barrier encountered and any relevant browser, device or assistive-technology information. Screenshots are optional. You do not need to disclose a disability, diagnosis or medical history.

Tell us if an order or event date makes the request time-sensitive. We aim to acknowledge reports within three working days and provide an update or practical assistance as soon as reasonably possible. Complex issues may take longer; where practicable, we will explain next steps or an interim alternative. Personal information supplied in a report is handled under TGCB's Privacy Policy.

6. Ongoing review

Accessibility is an ongoing process. We intend to review feedback and significant site changes, address barriers we identify, and consider specialist testing or independent assessment where appropriate. If a formal assessment is completed, we will update this Statement to describe its scope and findings accurately.

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