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ACCESSIBILITY STATEMENT

1. DESCRIPTION OF THE SERVICE

ZARA provides an e-commerce service through its website and its mobile application. These digital channels allow users, among other functionalities, to access product information, place orders, make payments, manage purchases and returns, as well as to use any other features made available to them at any given time.

2. SCOPE OF THE STATEMENT

This accessibility statement applies to the ZARA website (www.zara.com/hr) and to its mobile application, available for iOS and Android operating systems.

In terms of accessibility, certain elements of ZARA's service may rely on or depend upon third-party technical solutions. In such cases, and in accordance with applicable regulations, ZARA adopts reasonable measures to ensure that, when such functions are provided as part of the service, those elements meet the applicable accessibility requirements. Without prejudice to the foregoing, ZARA cannot guarantee the accessibility of any third-party content, services or resources that have not been developed by ZARA nor are under its effective control, such as certain third-party content or functionalities integrated into the service, which may fall outside the scope of this accessibility statement.

3. COMMITMENT

At ZARA, we consider that access to information and to our digital channels must be guaranteed for all individuals, regardless of their physical, sensory, cognitive or technological abilities. Our commitment to accessibility forms part of our core values of inclusion, responsibility and quality.

We apply a continuous-improvement approach to ensure that both our website and our mobile application are accessible and usable by the widest possible range of users. To this end, we periodically review our digital environments, identify barriers and implement solutions aimed at progressively improving the user experience.

ZARA is committed to making its website and mobile application accessible in accordance with the national regulations applicable to it. In addition, these digital environments are developed with reference to the Web Content Accessibility Guidelines (WCAG) 2.2, with the aim of achieving Level AA compliance, as well as in accordance with the EN 301 549 standard, in its version in force at any given time, regarding accessibility requirements for ICT products and services, and/or Section 508 of the U.S. Rehabilitation Act, where applicable.

ZARA actively promotes internal training and awareness on accessibility, providing its teams with the knowledge and resources needed to integrate these principles into their daily work. To this end, it provides specific documentation and training designed for different departments and roles, with the objective of facilitating the practical application of accessibility criteria in digital processes, content and developments.

4. NORMATIVE FRAMEWORK AND STANDARDS

This accessibility statement is based on compliance with the following regulations and standards:

- Web Content Accessibility Guidelines (WCAG) 2.2, Level AA.
- EN 301 549 standard, in its version in force at any given time, and/or Section 508 of the U.S. Rehabilitation Act, where applicable.

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- Applicable national legislation in force regarding accessibility.

5. METHOD OF EVALUATION

The accessibility of the website and the mobile application has been assessed through a systematic process of internal audits conducted by specialized ZARA teams, as well as through external audits carried out by recognized providers in the field of digital accessibility.

These evaluations have been conducted by combining manual reviews and automated analyses across various technical environments, including Windows, iOS and Android operating systems, and the Chrome, Firefox and Safari browsers, among others. Assistive technologies such as the JAWS, NVDA, VoiceOver and TalkBack screen readers have also been used to validate the quality of the user experience and overall accessibility.

6. SITUATION OF COMPLIANCE

Declaration of compliance

ZARA makes its best efforts to ensure that the essential information relating to the operation of its e-commerce service, including product information, the different stages of the purchase process, order processing and associated communications, is provided in accessible formats and fully compatible with assistive technologies.

The ZARA website and mobile application are partially accessible in accordance with the Web Content Accessibility Guidelines (WCAG) 2.2 at Level AA. The aspects that currently do not conform to these standards are detailed in the subsection "Accessibility limitations".

Technical architecture

The ZARA website and mobile application allow users to access information about its products, browse the catalogue and navigate through its different categories, place orders, make payments and manage their client account through digital interfaces. These functionalities have been designed to ensure their accessibility and compatibility with commonly used browsers and operating systems, as well as with assistive technologies. They have also been designed and developed in accordance with recognized industry standards and by applying accessibility best practices, with the aim of delivering a consistent experience and ensuring that content and functionalities can be operated and understood through browsers, operating systems and assistive technologies. Appropriate structuring and labelling are also implemented across screens and pages, and accessibility-support mechanisms are incorporated, including the WAI-ARIA standard in components involving complex interactions, in order to facilitate accessibility of content and functionalities for all users.

Accessibility features

The main accessibility features available on the ZARA website and mobile application are described below, aimed at facilitating user access and interaction. These features refer to the operational characteristics currently available and to compatibility with various assistive technologies:

- Keyboard navigation: full navigation using `Tab`, `Shift+Tab`, arrow keys, `Enter`/`Space`. Includes skip links and visible focus indicators.
- Mobile navigation: compatible with standard assistive technology gestures, such as VoiceOver and TalkBack.
- Zoom, text and contrast: support for zoom up to 200%, font size adjustment and high-contrast modes without loss of content or functionality.

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- Assistive technologies: semantic HTML and ARIA attributes. Alternative text for informative images, with decorative images being hidden. Compatible with screen readers, magnifiers, voice recognition tools and alternative input devices.
- Forms: fields with associated labels and clear instructions. Validation errors communicated in an accessible manner.
- Multimedia content: textual alternatives. Animations that can be paused by the user.

Accessibility limitations

Certain limitations have been identified on the ZARA website and mobile application that affect compliance with some accessibility criteria:

- SC 1.3.1 (Information and Relationships): on the Home page, region management is not correct; there are modals with incomplete structure.
- SC 2.1.1 (Keyboard): some carousels do not have keyboard controls.
- SC 2.4.3 (Focus Order): some product grids include infinite scroll.
- SC 4.1.2 (Name, Role and Value): the ARIA implementation requires review.

7. DATE OF PUBLICATION AND REVIEW

This accessibility statement was prepared on 08/07/2026, the method used being a self-assessment.

The website and the mobile application undergo periodic internal accessibility reviews, integrated into standard maintenance and improvement processes.

Given the dynamic nature of ZARA's digital platforms, which are subject to continuous updates, the incorporation of new functionalities and the publication of new content, it is possible that some of the aspects described in this statement may have been modified or corrected at the time of consultation.

8. CONTACT

At ZARA, we are committed to ensuring that our website and mobile application are accessible to all individuals. If you identify any accessibility barrier, experience difficulties using any section or functionality, wish to raise a question regarding accessibility, or would like to share any suggestions for improving the user experience, you may do so through the following accessible written channel:

- Email: support.ww@zara.com

We carefully review all communications received. When an accessibility-related issue is reported, it is logged, analysed and forwarded to the responsible team for evaluation and resolution, depending on its nature and urgency.

ZARA has a specific procedure for managing accessibility-related complaints. If you believe that you have not received an appropriate response or wish to submit a formal complaint, you may request its processing through the channel indicated above.

We appreciate any comments, suggestions or contributions that may help improve the accessibility of the website and the application. We kindly request that any information you provide in connection with your enquiry, suggestion or complaint be limited to what is strictly necessary for an appropriate understanding of the situation.