



News Release

Sublimity Insurance introduces a new industry standard of digital inclusion

SUBLIMITY, OR – Sublimity Insurance Company today announced enhancement of its online services to provide more user-friendly website access for individuals with disabilities. The new level of website accessibility implements higher standards as recommended with Website Content Accessibility Guidelines (WCAG 2.0 and 2.1) under the American with Disabilities Act (ADA).

“Our goal is to ensure equal access for all users to perceive and understand, navigate and interact with Sublimity Insurance through our website, regardless of physical or situational disability,” stated Kevin Lucke, President and CEO. “We believe our inclusive design enhancements elevate the level of accessibility to a new standard within our industry.”

Without intention, websites may limit or deter someone with a disability from being able to access or navigate digital content. Many individuals with disabilities also utilize assistive technologies when using the internet. For example, someone who is blind may rely upon a screen reader to understand online content. When a website isn’t coded correctly, screen readers cannot clearly discern content, impeding access for the user.

Among other enhancements, SublimityIns.com functions with keyboard navigation throughout all pages, the same as using a mouse, and features persistent accessibility settings that are retained throughout multi-page navigation. Users can also select an Accessibility icon to customize the site for each individual’s preference. As examples, users who are color blind may increase color contrast, users with low vision can increase font size, and users can increase font spacing for improved comprehension. The site provides the option to Send Feedback for those who may encounter any Issue with accessibility.

“We’re committed to removing online barriers across our enterprise platform, assuring customers and family members a level of accessibility to positively impact their daily life,” said Lucke. “Digital inclusion for individuals of all abilities is important to us, and the enhanced accessibility introduced today ensures a more user-friendly experience for each and every one.”

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United Heritage Financial Group, headquartered in Meridian, Idaho, is the intermediate holding company that provides capital management and allocation, administrative coordination, and shared services including Information Technology, Human Resources, and Investments for United Heritage Life Insurance Company and United Heritage Property & Casualty Company based in Idaho, and Sublimity Insurance Company based in Oregon. Founded in 1896, Sublimity Insurance Company joined the United Heritage Financial Group in 2003. Today the United Heritage Insurance companies’ combined assets total more than \$700 million for fiscal year 2019. For more information, visit UnitedHeritage.com.