



As a result of an increase in legal activity concerning Website Accessibility for individuals with disabilities, below is additional information to educate our members about the potential for exposure to litigation concerning Website Accessibility and some ways to insulate against that exposure.

WHAT IS WEBSITE ACCESSIBILITY?

Web Accessibility is a set of rules, behaviors, code standards, and design guidelines, which is meant to allow people with disabilities to effectively use websites. There are currently no official guidelines in place concerning Website Accessibility and the Department of Justice has not implemented any regulations or requirements concerning Website Accessibility. Our best set of guidelines to follow are the Web Content Accessibility Guidelines (WCAG 2.1). These rules and regulations apply to businesses that meet certain qualifying criteria.

AVB'S BEST-IN-CLASS ALTA PLATFORM

Our ALTA website platform is best-in-class when it comes to Website Accessibility, averaging in the mid-'80s for accessibility scores (source: Google Lighthouse). We continue to take a proactive approach in working towards the complicated target of digital accessibility and website compliance. As we progress, we are dedicated to enhancing the usability of our websites to ensure digital accessibility for all people, including those with disabilities. We are continually building new features and improving the user experience for existing elements across our ALTA platform for everyone and applying the relevant accessibility standards to suit.

THE POTENTIAL CLAIMS

However, our best-in class platform and the lack of legal requirements concerning Website Accessibility has not stopped some individuals from filing lawsuits and claims in which the requirements of the Americans with Disabilities Act and other state disability discrimination laws are used to allege that websites are "places of public accommodation" eligible for protection under those disability discrimination laws.

WHAT YOU CAN DO TO PROTECT YOUR COMPANY FROM THESE CLAIMS?

We do not believe these lawsuits and claims have legal merit, but the lawsuits and claims can be both costly and a hassle to defend. If you would like to take extra measures to insulate yourself from potential risks, we have third-party integrations with group pricing discounts available from some of the top trusted digital accessibility partners. See a link to our Digital Accessibility landing page here for more details: <https://www.avbmarketing.com/ada-compliance/>