

It is estimated that 15% of the world population (~1 billion people) and **26% of U.S. adults have some form of disability.**

Disabilities can be visual, auditory, cognitive, or physical. They can also be permanent, temporary, or situational. Digital accessibility means creating and maintaining a barrier-free digital experience so that individuals of all abilities can access—and interact with—online information.

Think about digital accessibility the same way you think of accessibility in the physical world. If a building isn't designed for someone using an assistive device, like a wheelchair, that person is blocked from moving around that building. Similarly, if a website is not designed to work with assistive technology, like a screen reader, that individual is blocked from moving around that website.

why it matters

The inability to navigate the internet is debilitating. Web and mobile channels are fast becoming the primary route to a wide range of important service, such as buying groceries, consuming entertainment, paying bills, and even socializing. Especially given recent global events, students are now often dependent on online access to attend classes. And if your digital services aren't accessible to everyone, you are effectively shutting out up to 61 million people living with a disability. AudioEye makes it fast, easy, and affordable to begin the journey to providing equal access for all.

legal risk

If a website is not accessible, companies risk an expensive, time-consuming lawsuit that can also damage their brand. Over the years, we've seen an exponential rise in the number of digital accessibility cases filed in U.S. Federal Courts, with plaintiffs claiming ADA Title III violations. In 2017, there were 262 cases. That number jumped to 5,094 in 2021.

Unfortunately, businesses often don't learn about ADA web compliance until they are served a lawsuit or legal demand letter. That's why it's critical to understand how Title III of the ADA is interpreted to apply to website accessibility and take proactive steps to demonstrate compliance in order to avoid legal action. With our patented technology, certified accessibility experts, and legal support, AudioEye uses WCAG 2.1 guidelines to provide a path toward compliance with regulations like ADA and The Unruh Civil Rights Act.

Source: AudioEye, Inc.