

## ADA lawsuits – small business targeted

According to [data](#) collected by the law firm Seyfarth Shaw, ADA (Americans with Disabilities Act) lawsuits have increased by 320% since 2013 and website ADA legal demands were expected to reach 10,000 per week by the end of 2022\*.

Many of these lawsuits are brought against small businesses who are specifically targeted because they have limited means to defend themselves. Law firms know that many don't have the time or resources to take a lawsuit through litigation and will likely pay to settle the case.

Watch this clip of a restaurant owner, targeted by serial filers of ADA lawsuits.

<https://www.youtube.com/watch?v=8GIMNL1iP5s&t=1s>

Small businesses are often unaware they're in violation of the ADA and making 'fixes' for a website may be nearly impossible due to not having staff who are subject matter experts due to budgetary constraints.

Small business must protect themselves and remove ADA risk. The cost of AAAtraq's Continuous Protection (CP) | Risk Control Program, a small price to pay in comparison with settling a legal demand or lawsuit – and you don't need to be a subject matter expert to follow the step-by-step compliance plan.

\*Recorded claims (filed) across the US / 2014 2018 – estimated 23% rise 2021 – 2022 (4987 / EoY 2022)  
<https://info.usablenet.com/ada-website-compliance-lawsuit-tracker>