

RISK LEVELS

Understand where you're at.



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Introduction

Understanding your level of risk is the first step on the journey towards compliance. Our RISK PROFILE establishes where you are now and calculates timescales and milestones needed for your organization to demonstrate reasonable adjustment.

RISK LEVELS

Understand where you're at

Understand your current state of accessibility compliance risk and associate actions required.

LOW

When you have a low risk, congratulations you are in the top 5% of the market. Don't be too complacent as you are still have issues to address.

ACTION REQUIRED:

Continuous monitoring is recommended to ensure you minimise risk.

MEDIUM

Falling foul of some potentially basic failures overshadowing remedial improvements.

ACTION REQUIRED:

On-going action and STARTS support training to continuously decrease the risk.

HIGH

You are at considerable risk of litigation and damage to your brand. The failures we're finding are prominent to all and ignoring could have a detrimental impact.

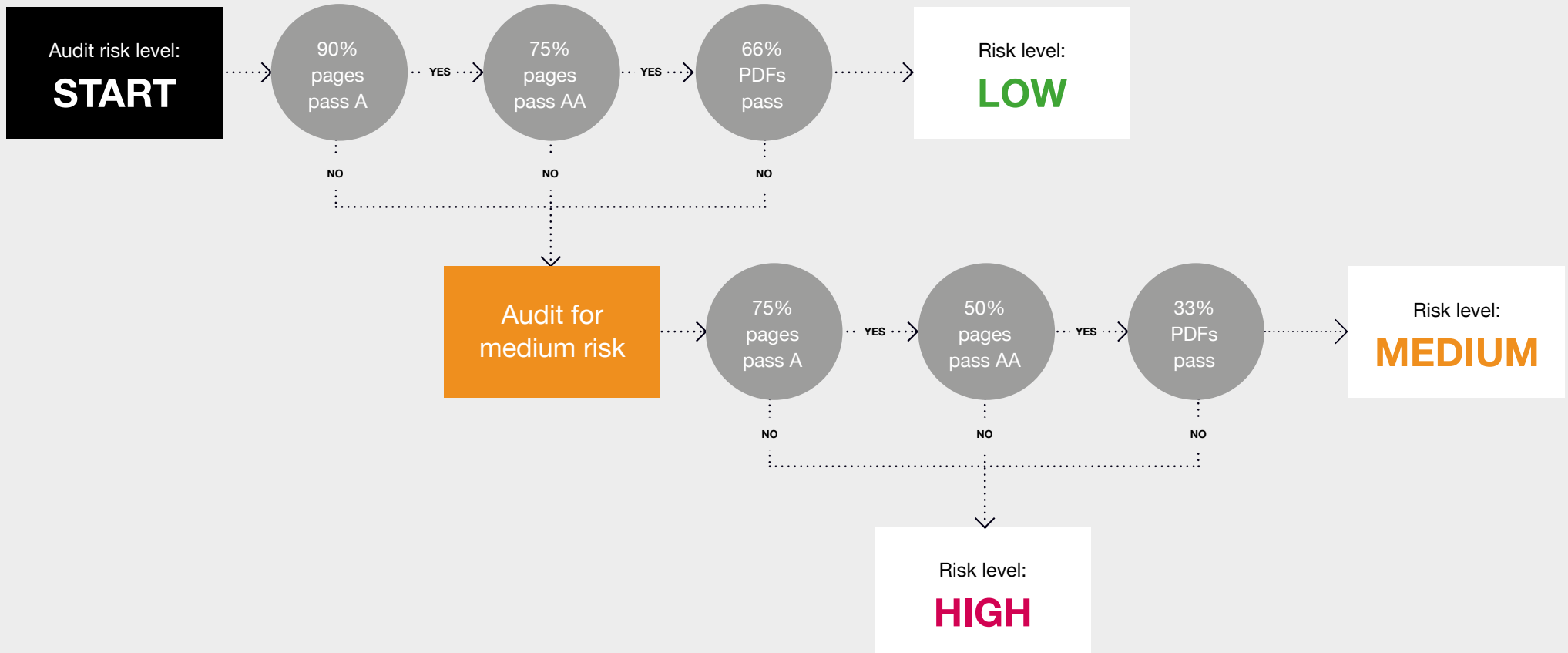
ACTION REQUIRED:

Remedial action must be urgently considered. Focussing on priorities and be aware of litigation risk.

RISK LEVELS

Criteria

Our rigorous process auditing sites and assigning appropriate risk level



SO, HOW DO WE HELP?

Insurance-backed automation

AAAtraq™

AAAtraq™ is a new, insurance-backed, approach to efficiently address the growing discrimination from digital content failure and mitigate online risk.

AAAtraq simplifies understanding and instils confidence. Our automation reduces time to achieve compliance and lowers the costs of adhering to regulations.

Control replaces uncertainty as the current ad-hoc approach to managing content failure is replaced with strategic, principle-driven, processes providing a clear pathway to compliance.

TODAY'S REALITY

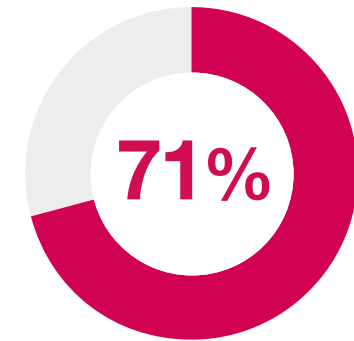
94% of websites are non-compliant

Website non-compliance has become a reality in the US as organizations struggle to meet their legal obligations to limit online discrimination (ADA / accessibility¹).

The present approach to compliance is ad-hoc and as such doesn't address the underlying problems. A strategic approach to compliance is needed, not randomly targeting problems as they arise which can be expensive and plagued by human limitations.

Many organizations believe they are compliant, but are operating under a false sense of security. This is diluting brand value and exposing organizations to unnecessary and repeated litigation. 2020 litigation costs are estimated to exceed \$1bn².

With 94% of websites currently non-compliant, the need for a new approach is clear.



Website owners believe their websites are compliant

The backdrop of the global pandemic has made this an unprecedented time for all businesses and individuals worldwide, but one clear consequence has been reinforcing the criticality of digital interfaces to businesses and organizations everywhere, which also means reinforcing the criticality of digital accessibility along with it.

Satya N. Nadella,
Microsoft CEO | MAY 2020

¹ Basis of the US Regulatory requirement, Title III of the ADA, which prohibits discrimination on the basis of disability in "places of public accommodation" 42 U.S.C. § 12182(a).

² Based on 7800 cases in 2017 (average estimated external fees of \$46,500/case), over 95% of complaints are settled directly with payments avg. \$21,900 per claim.

The ongoing benefits of AAAtraq for your organisation:

1. A clear timed pathway, with automation that reduces time to achieve compliance and lowers the costs of adhering to regulations.
2. A website shield demonstrating your commitment to compliance and providing insurance protection from unwanted litigation.
3. Most importantly...peace of mind knowing that you are serving those with disabilities while protecting your brand and organisation.



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Your login email is: abc@123.com

THANK YOU

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