

AAAtraq™

INTRODUCTION

For organisations great and small, accessibility regulation is proving near impossible to manage and is, as a result, becoming a legal ‘free for all’ – worse, it’s negatively impacting the very people the rules should be assisting.

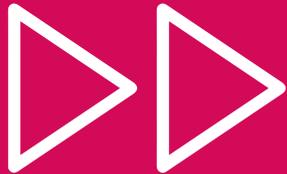
There is a clear market need for a holistic approach that supports organisations who are struggling to get to grips with all the necessary requirements. AAAtraq offers just such a solution.

As a Compliance Identification and Management service, AAAtraq assesses your current level of risk in a single platform and provides clarity and straightforward guidance to demonstrate reasonable adjustment and enables ongoing certification.



AAAtraq – innovation that redefines the way we work towards digital compliance

AAAtraq allows you to protect your brand reputation and better serve your entire audience. With such a low investment cost, can you afford not to?



100 X FASTER

Take away the hassle with a simple and effective service



1,000 X CHEAPER

Significant savings compared to the current approach



UNRIVALLED

Accuracy and capability to guide you towards compliance

SERVICE DEPLOYMENT

Pragmatic steps

Your compliance journey with AAAtraq is delivered in 3 considered steps
- enabling you to demonstrate excellence as you attain more and more stars.

The sooner the start, the sooner you can prove reasonable adjustment.

1

INITIAL SUMMARY

Understand the level of your risk, regardless of what you've been told. This initial summary is free. Why choose to stay ignorant?

2

RISK ASSESSMENT

A purchased report that gives you the specific detail of where you stand, provided by independent experts, and is pivotal to driving improvement.

3

CONTINUOUS CERTIFICATION

Through service participation on your sites(s) you display the AAAtraq shield and step by step attain stars to demonstrate reasonable adjustment.

UNDERSTAND RISK

IN THIS SECTION

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94% of organisations websites are not accessibility compliant and the majority are easy litigation targets. Aggressive lawyers could be seen as legal profiteers as forecast costs set to exceed \$0.5bn by 2020.



LITIGATION

The growing internal cost

Litigation is not only expensive, but disruptive to your business... it requires a specialist attorney to represent you in accessibility suits, it takes time finding counsel with experience in these matters.

Presently, 'dealing' with litigation:

- Time – nine to fourteen months' distraction
- Costs
- Compensation
- Damage to brand – could be considerable
- Lack of understanding as to the standards (very technical)
- Suppliers / Vendors - managing promises and confirming compliance
- Time and cost to find those with the expert knowledge

After all of that...

Organizations still have to demonstrate remedial action. Reporting progression is yet another headache



NRF NATIONAL RETAIL FEDERATION

NEWS · ADVOCACY · RESOURCES · EVENTS

PUBLIC POLICY

ADA WEBSITE LAWSUITS A GROWING PROBLEM FOR RETAILERS

Marisa Harrlichak | August 28, 2018

It's that time of year again when families across the country are rushing to complete their back-to-school shopping. And while parents are out at stores, many will notice signs that designate access for shoppers with disabilities – from parking spaces to restrooms to dressing rooms. These requirements are thanks to the Americans with Disabilities Act, a 28-year-old law that requires businesses to support the needs of people with disabilities.

Company websites that aren't ADA-compliant becoming litigation targets

By Julie Clifton | Published July 24, 2018 | Technology | FOX Business



FOX BUSINESS

Growing number of lawsuits over ADA website accessibility

Attorneys think it's on the rising number of lawsuits over websites that are not compliant with the Americans with Disabilities Act.

Websites that are not accessible to people with disabilities have generated a record wave of lawsuits in connection with the Americans with Disabilities Act (ADA).

The litigations allege that websites are not ADA compliant, according to one of the lawyers who crunched the numbers. More than 1,000 lawsuits have been filed so far this year, already surpassing those filed in 2017.

"Everything is online now ... and so it is very difficult to be able to do anything without being on a website and able to access it," Minh Vu of the Seyfarth Shaw law firm told FOX Business' Stuart Varney on "Varney & Co.," on Tuesday.

Blind woman sues Bklyn Brewery over 'inaccessible' website

BY COLIN HEDSON

August 27, 2018 / Brooklyn news / Williamsburg

Don't miss our updates. Email

A blind woman hauled the owners of Brooklyn Brewery to civil court on federal discrimination charges for allegedly failing to provide a handicapped-accessible website, her lawyer said.

Queens resident Himeida Mendez got all hopped up after she visited brooklynbrewery.com earlier this month and found the website "inaccessible" because it was not designed to work with the screen-reading program she uses to browse the web — a discovery she claimed caused her "irreparable harm," according to a complaint document her attorney filed in Manhattan Civil Court on Aug. 21.

"Our client is entitled to damages," said Joseph Mizrahi. "We're just here to vindicate her rights."

Mendez's screen-reading program, Job Access with Speech, describes websites to its users using text embedded in the sites' photos and videos, and Brooklyn Brewery's site lacks that text, according to



Brooklyn Brewery Sued: A blind woman sued the Brooklyn Brewery last week, claiming its website is not handicapped-accessible.

Similar stories

INSIGHT: A Mid-Year Review of the Current State of ADA Website Accessibility Lawsuits

August 15, 2018

From Labor & Employment on Bloomberg Law

REQUEST A TRIAL

From labor disputes, claims in labor and employment publications, for your research, you'll find solutions on Bloomberg Law®. Protect your clients by developing strategies based on litigation.

By Joshua Briones and Nicole Czeran

In 2017, 814 federal lawsuits alleging website inaccessibility were filed under the Americans with Disabilities Act ("ADA"). We are only mid-way through 2018, and federal ADA website accessibility lawsuits have already been filed. Most brought in the Second and Eleventh Circuits—approximately 68% of all lawsuits filed in the Second Circuit and 27% are venue in the Eleventh Circuit.

The Department of Justice ("DOJ") has provided little guidance in this area of law, having placed ADA website compliance guidelines on its "inactive list." Therefore, this area of law has been left up to the courts to develop, and Plaintiffs' counsel is seizing this opportunity.

It Started at Target

Website accessibility litigation began in 2006 with a lawsuit against the Target Corporation, filed in the Northern District of California (*National Federation of the Blind v. Target Corporation*). Plaintiffs alleged that Target's website was inaccessible to blind users and sought redress. The Target Court found that a claim arises where a website is inaccessible to blind individuals and

Bloomberg

UBS and Edward Jones Reach Settlements in Disabilities Act Class Action

By Miriam Posen August 28, 2018

Wirehouse UBS and regional powerhouse brokerage Edward Jones each recently settled with Luc Burbon, a blind resident of Queens, N.Y., who has filed dozens of proposed class-action lawsuits based on allegations that visually-impaired and blind individuals cannot access the firms' websites.

On Aug. 14, U.S. District Judge Edgardo Ramos, the federal judge presiding in Burbon's case against UBS, issued an order stating it had been advised of the settlement. Previously, on July 27, U.S. District Judge Katherine Polk Failla issued an order of discontinuance in the case against Edward Jones, with the expectation the two sides would be filing a stipulation of settlement.

In each case, both filed in New York federal court, Burbon alleged the defendants violated the Americans with Disabilities Act by failing to design, construct, maintain, and update their websites that are fully accessible to and independently usable by millions of visually-impaired and blind individuals protected under that federal law.

"People settle lawsuits for all kinds of reasons," says Lewis Wiener, a lawyer in the Washington, D.C. office of *Everheds Sutherland*, who represents Edward Jones. Wiener declined to comment about the specifics of his client's confidential settlement. But if

FINANCIAL ADVISOR IQ

Apple sued over claims website is inaccessible to visually impaired users

By Matthew Owen

Monday, August 27, 2018, 11:02 am ET (08:00 am PT)

Apple has become the target of a new lawsuit, one that claims the iPhone producer's website is violating the Americans with Disabilities Act (ADA) by not being fully accessible to blind or visually-impaired consumers, due to the way the website itself is coded.



Filed in the U.S. District Court of the Southern District of New York on Sunday, the complaint from the plaintiff Himeida Mendez is said to be filed on behalf of other users in a similar accessibility situation. Apple is the sole defendant in the lawsuit.

According to the filing, Mendez is described as a "visually impaired and legally blind person" who uses screen-reading software to access the internet. The software is able to either read out information seen on the screen or outputs it to a refreshable Braille display, and typically relies on the website being constructed in ways that it can read the contents.

HUMAN LIMITATIONS

The foundation of risk?

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For most organizations, many of the barriers to efficient and effective digital management are caused by human limitations.

INACCURACY

Managing content and rules in spreadsheets and documents is a cumbersome, manual process.

MISMANAGEMENT

IT departments often need weeks or months to schedule work and test resulting changes to brand and communications.

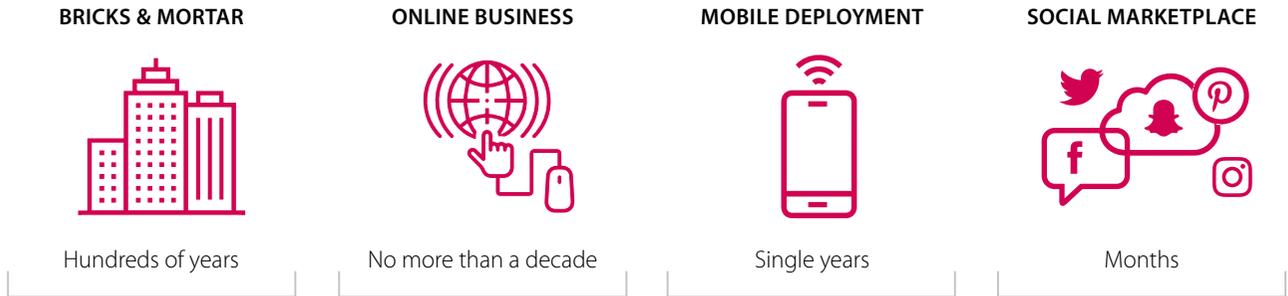
LOSS OF TIME

Lack of processes across the organization to design, update, approve and get them into production often result in errors and slow time to market.

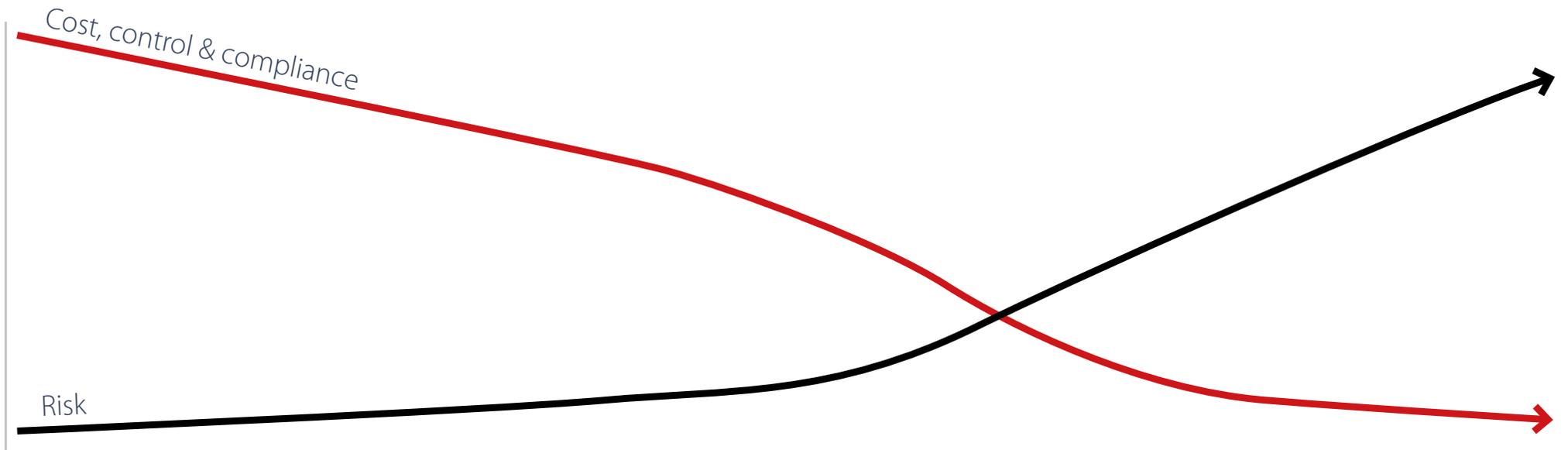


Digital: the age of increasing risk and shrinking compliance.

For organisations, the explosive speed of change and regulation has had different consequences. New levels of capability and opportunity, but with it less time to keep pace and more to do - and thus exposed to human limitation and far greater risk.

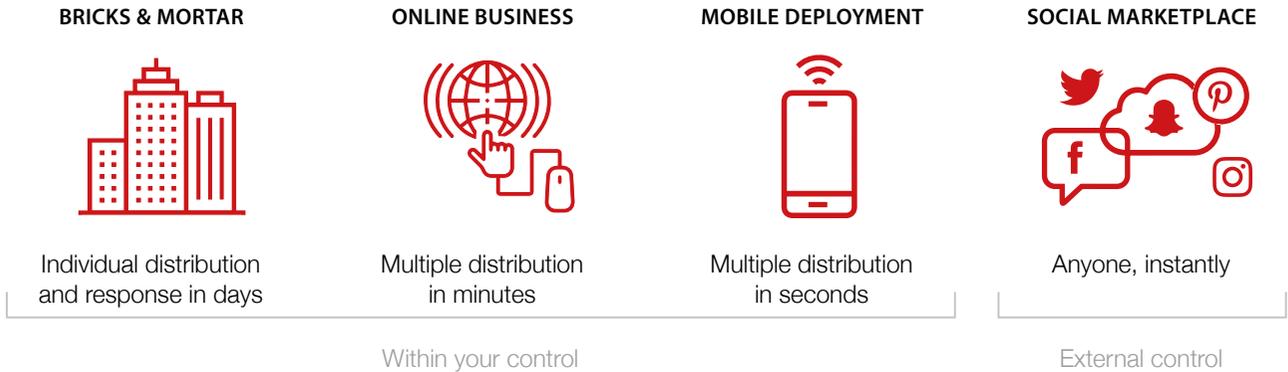


Typical time span for companies to achieve significant impact



Fax changed post, but nothing compares to instant

Growth has not had time to keep pace with standards, brand protection or traditional risk measures.... Today your annual report can be consumed by more potential investors, journalists and customers in one day than the total readership of every printed version you have ever distributed.



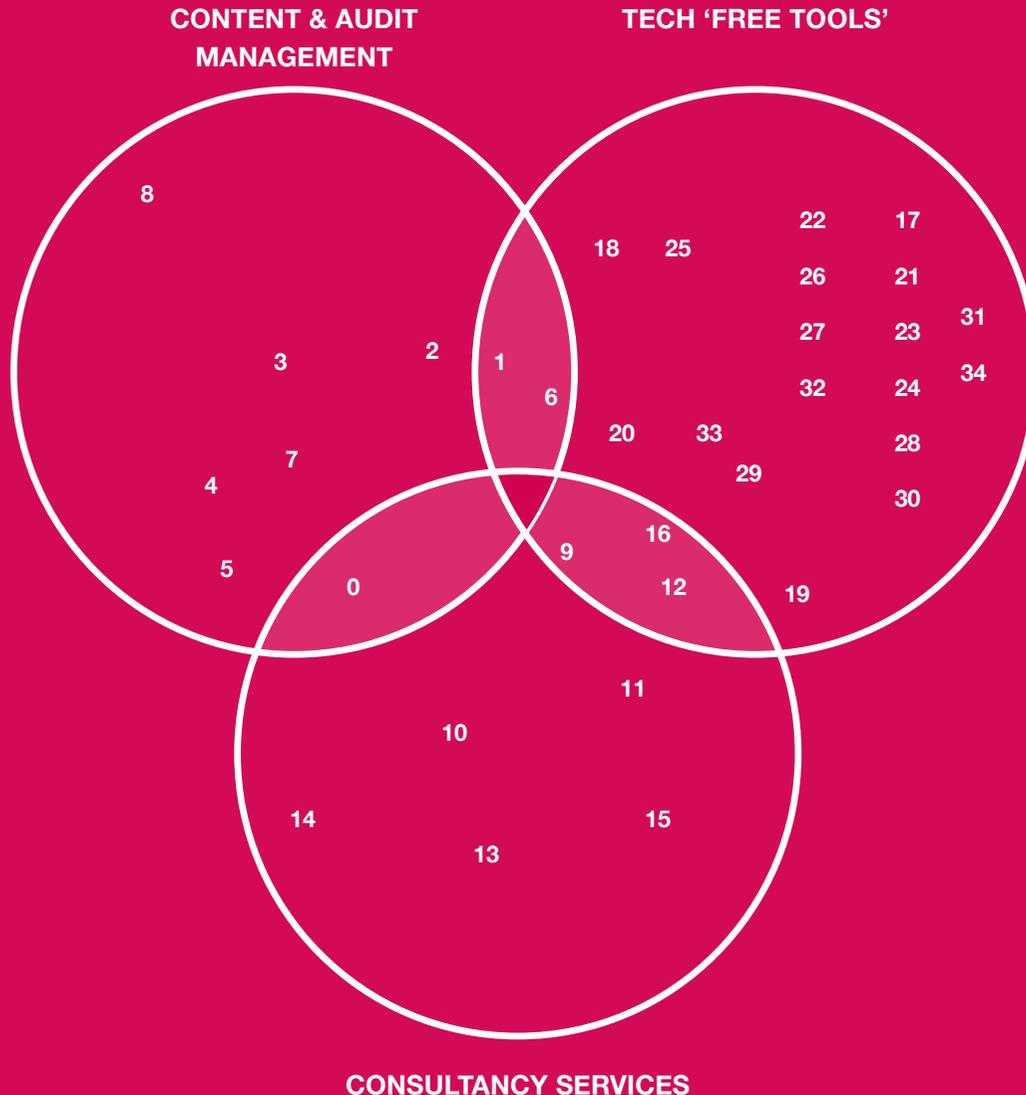
THE LANDSCAPE

A segmented market

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Presently we have a confused market struggling to identify website accessibility compliance solutions, which are fragmented and difficult to navigate.

The scope available for companies to approach accessibility compliance is vast with various forms of support, from free service tools to testing, reporting and consultancy management. All offer solutions or insights to specific failings but lack cohesion and understanding as to how they all add up to ensuring all compliance objectives are met.



CONTENT & AUDIT MANAGEMENT
 CMS (with an accessibility 'offer')

- 0. Jadu.net
- 1. Contensis.com
- 2. Onion.net
- 3. eZ Publish

QA/DXM

- 4. Sitemorse
- 5. Crownpeak
- 6. Monsido
- 7. SiteImprove
- 8. Hisoft

CONSULTANCY SERVICE

- 9. usablenet.com
- 10. levelaccess.com
- 11. dynamapper
- 12. deque.com
- 13. catalyst-eu.net
- 14. AbilityNet
- 15. boia.org
- 16. tenon.io

TECH 'FREE TOOLS'

- 17. AATT (Automated Accessibility Testing Tool)
- 18. Accessibility Checker | CKSource
- 19. Accessibility Checklist
- 20. Accessibility Viewer
- 21. AChecker
- 22. Axe 'Chrome plug in'
- 23. Bookmarklets
- 24. CommonLook (PDF's)
- 25. COMPLYFirst
- 26. Cynthia Says
- 27. FireEyes 'Firefox plug in'
- 28. HTML CodeSniffer
- 29. Pa11y
- 30. Total Validator
- 31. Color Oracle
- 32. NoCoffee 'Chrome plug in'
- 33. WAVE
- 34. Tanaguru

THE LANDSCAPE

Explained

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CONTENT & AUDIT MANAGEMENT

A combination of governance, quality and experience management services that offer a range of quality, compliance and other related tests, checks and measures. Services (and software) that have management support and do not require technical support or management to operate. Systems that look at or manage content (where CMS, those claiming to offer accessibility compliance).

CONSULTANCY SERVICES

Consultative lead service provision, this is where, in the main a 3rd party will utilise a service (frequently the free technical tools available) on your behalf. They may also offer their own dedicated service or tool for you to use, with or without their support. Can be seen as AMP (Accessibility Management Platform).

TECH 'FREE TOOLS'

There are many free technical services available. Some are created by hobbyist, project builds, often having limited support. A complete range and depth of testing, scale of check points are covered. However usage rights vary, from unlimited access to page by page or just a few pages at a time. A few of the services are browser based, others being web based 'enter the page here', the final category being those where you run from a command line or manage a program install.

THE SERVICE

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SERVICE SUMMARY

Reducing risk and protecting you brand through automation

AAAtraq™



Site shield



Guided compliance programme



Supplier notification and management



AI driven understanding and training support



Accessibility policy management, Regulator (DoJ) reporting



Internal benchmarking, progress reporting

1

INITIAL SUMMARY

Understand where you are

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AAAtraq™ DEMONSTRATING ACCESSIBILITY ADJUSTMENT

INITIAL SUMMARY

SUMMARY

Website: www.address.com
Date: 08 August 2018

Overall risk:
HIGH

The first part of your journey in demonstrating adjustment so you you understand where you are.

Key now is to understand the more indepth detail and your journey to compliance continues below

CONTINUE >

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US: 99 Wall Street #301, New York NY 10005, United States
UK registered as above. Company registration number 11650485

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PRIVACY - AAAtraq Limited is committed to protecting the privacy of the personal information you provide to us. When you send us an electronic message (email) the message will usually contain your return email address and other information about you. This will be used by us to respond to your request, to carry out your instructions, to update your email address and/or contact details. We will only discuss the personal information you have sent us in this email to our relevant staff, contractors involved in delivering our services. AAAtraq Limited will not use the personal information contained in this email or your email address for any other purpose without your permission and we will not sell or give your email address to anyone else. Please be aware that most email is not necessarily secure against interception so you should only send information necessary for us to provide you with the assistance you require.

The free Initial Summary is your first step to ‘understand where you’re at with your overall level of risk.

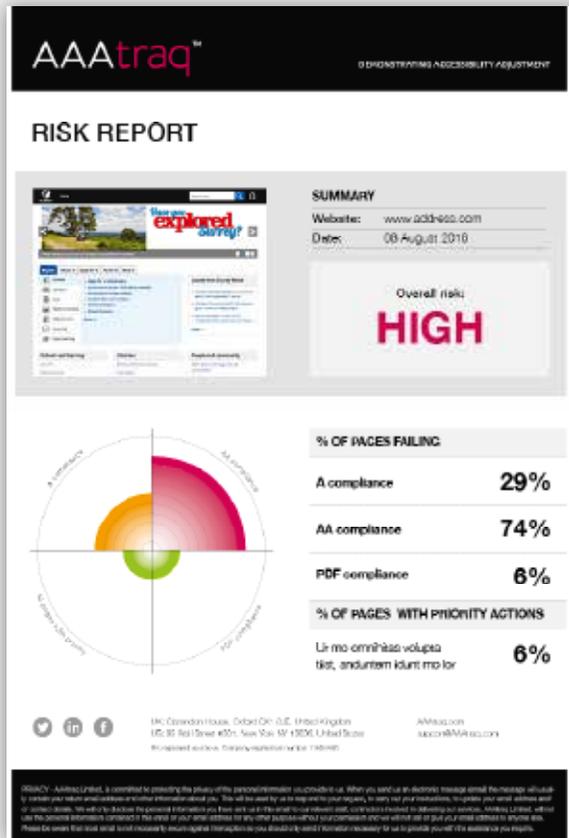
The AAAtraq initial summary allows clients to gain a clear understanding of ‘where they’re at’ with regards risk.

Immediate results for anyone to understand where they are upon submitting a web address on AAAtraq.com

2

RISK ASSESSMENT

Purchase: Risk Report & Detailed Findings



Risk Report



Detailed Findings

The Risk Report and Detailed Findings provide an independent and accurate insight into level of risk, supported by page level breakdown.

Risk Report: Immediate results for anyone to understand where they are upon submitting a web address on AAAtraq.com

A/AA compliance status showing the % of pages failing in each accessibility standard

% pages with priority actions within the site that need attention

Detailed Findings: Audit of site pages highlighting compliance status of content, page by page

RISK ASSESSMENT

Understanding your risk level

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.

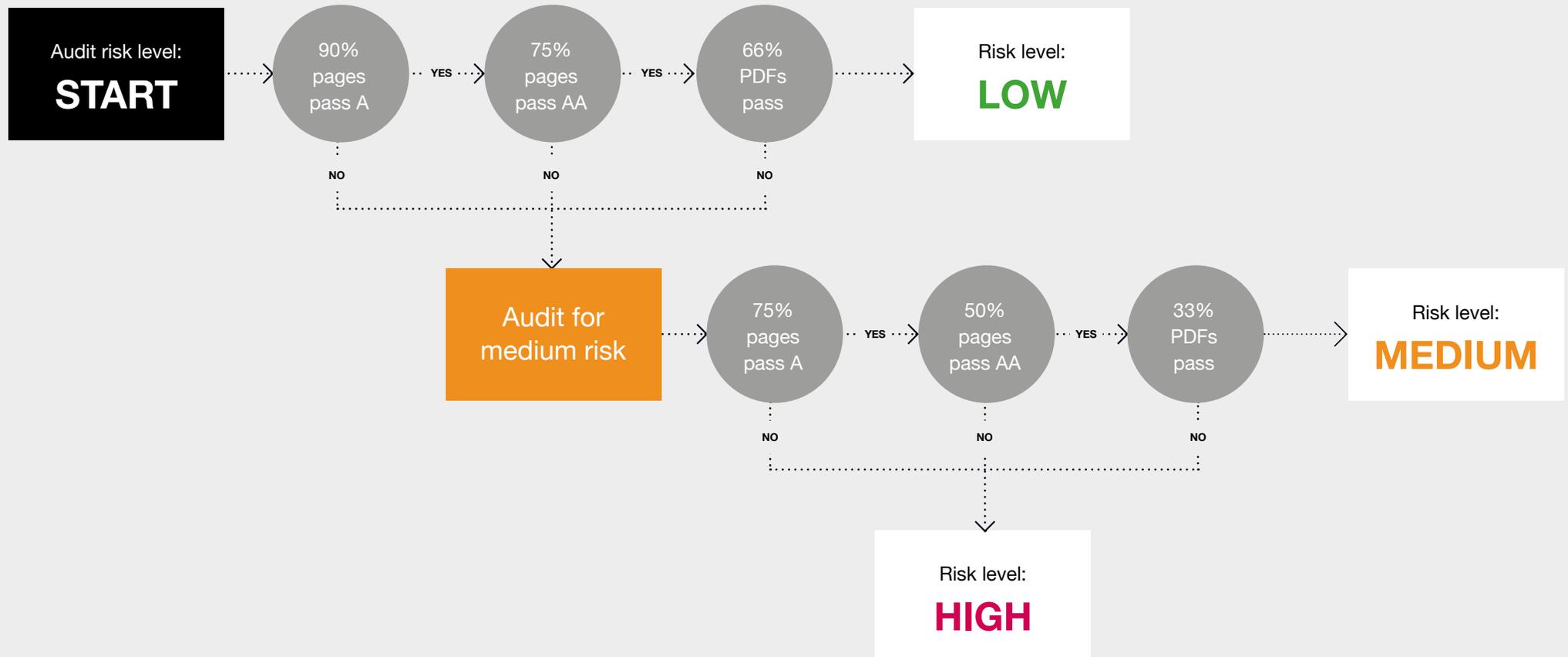
ACTION REQUIRED:

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

RISK ASSESSMENT

Risk level criteria

Our rigorous process auditing sites and assigning appropriate risk level

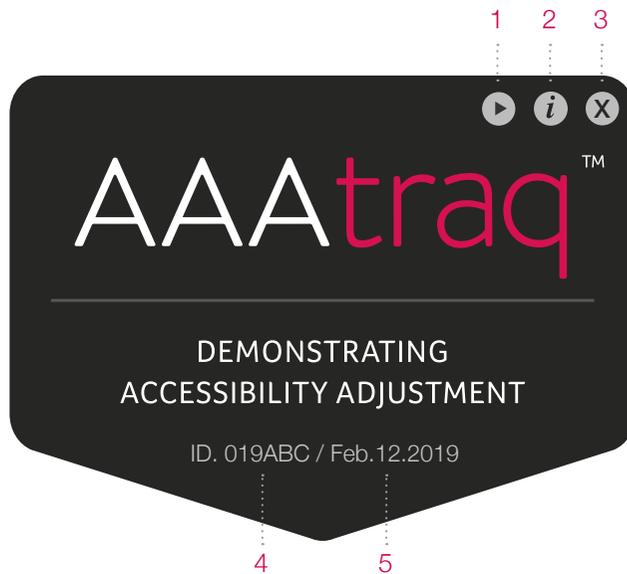


3

CONTINUOUS CERTIFICATION

Subscription: The shield

AAAtraq™



1. Service introduction video
2. Opens full panel
3. Close shield
4. Identification number
5. Date updated

The shield is a visible way for clients to demonstrate compliance through service participation and ward off possible litigation

This live shield displays your commitment as you progress towards compliance.

Fit and forget (under an hour per site)

Updates managed remotely, automatically

Near impossible to replicate – will only work on the site with service subscription

Unique in terms of ease of use
– just one code, any number of sites

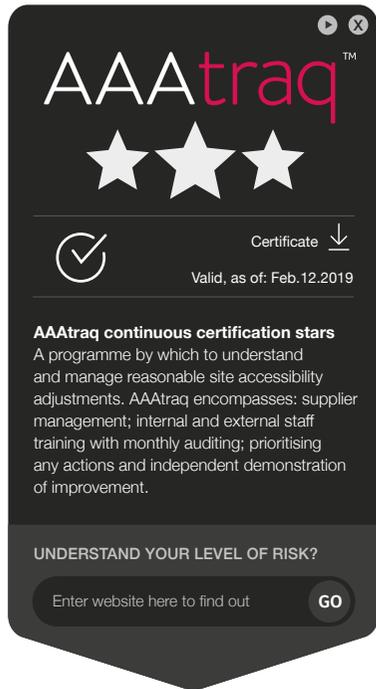
Degrees of excellence – to demonstrate progress and adjustments being made

3

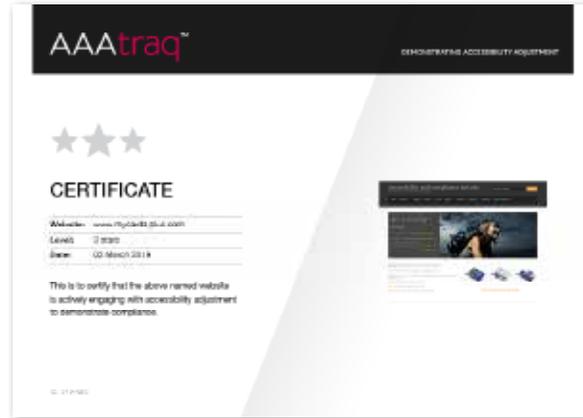
CONTINUOUS CERTIFICATION

Subscription: The shield – panel & certificate

Panel



Certificate



The panel is a way for clients to actively display their progress and for users to understand action taken towards compliance.

Stars The highly prized stars are awarded to display progress made and celebrate all levels of attainment. It is at the clients discretion as to whether stars are shown in the panel

Certificate ability to download certification of progress made and demonstrate achievements

3 CONTINUOUS CERTIFICATION

Displaying your shield

The live shield is visible on your site to demonstrate your commitment as you progress on your compliance journey

To avoid replication of the code and fake shields being displayed on sites, AAAtraq continually monitors to ensure the legitimacy of the shield is maintained.

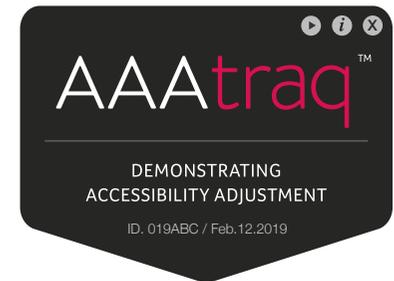
In the event of malpractice an alternative shield is visible to highlight the invalid nature whilst also protecting the AAAtraq brand.



Invalid shield



Live shield



3

CONTINUOUS CERTIFICATION

Your shield: Journey to compliance

Once certain actions are completed, the highly prized stars are awarded to display progress made on the journey to compliance and as you do the associated risk of ADA litigation diminishes.

FIRST | STAR

Understanding where you are at with your site, and the supplier management process. Mostly automated, with some quick wins, your first star is a major step to demonstrating you are on the compliance journey.



75%

SECOND | STAR

SMARTview is unlimited, adding staff details (we keep very secure & no sharing) we show them how to setup, make it easy to find corrections and improvements are go. Online learning starts here also.



50%

THIRD | STAR

Now we are moving, a month in and heading for 3rd star focussing on page actions and supplier engagement.



40%

FOURTH | STAR

Little bit harder now, time to show you are progressing. But the computer says, and it is also helping you with exactly what you need to know.



30%

FIFTH | STAR

The fifth star is for those that can demonstrate; understanding, process alongside industry leading levels of compliance.



20%

GOLD | STAR

For those at the top of the game – supplier control, educated teams and demonstrable compliance, the gold star awaits.



10%

Risk level

AUDIENCE GROUPS

Supporting different user group requirements

We cover four main markets

ORGANISATIONS

Enabling managers and digital teams



Risk management, executives and digital teams are often the ones to feel the brunt of confusing regulation along with an insurmountable compliance task. AAAtraq offers a scalable, cost-effective and convenient ally in which to help understand your level of risk, manage the process of compliance and maintain the highest degree of certification without disruption to your organisation.

LEGAL SYSTEM

Bring consistency to matters of litigation



AAAtraq technology simplifies complex law (OR parameters) of the accessibility sector. By bringing technology and intelligence together it is able to remove complexity. AAAtraq outlines the 'gold standard' and evolves to keep pace with regulatory change. It creates scalable consistency for more in litigation for lawyers and the courts and governs (OR handles) mandated judgements.

INDUSTRY REGULATOR(S)

Benchmark those you regulate



AAAtraq provides an independent method to benchmark, map and police regulatory compliance. It minimises confusion by providing a clear understanding of key targets and communicates straightforward guidance to meet and exceed compliance standards. Expensive expertise is replaced with automated self-managing assessment, site-monitoring and notice serving.



DIGITAL SERVICES

Providing independent validation



AAAtraq offers those producing content or offering digital software or systems independent validation of deliverables. It doesn't compete with nor contradict current tools but complements and enhances the value of any digital output. AAAtraq is logical, fast and cost-effective.

Why wouldn't you?

THANK YOU

AAAtraq™

AAAtraq.com