

AAAtraq™

Service Introduction

Why wouldn't you?

UNDERSTAND THE ISSUE

Too costly to ignore

The web is now firmly in the regulatory bodies' crosshairs and, as regulation continues to evolve, so will the methods to police.

Search the web for 'accessibility litigation' and you'll discover pages upon pages of news. Behind each article lies unnecessary, costly and wasted effort for organizations.

Without automation, digital operations, large and small, will not be able to operate effectively. The 'need' for AAAtraq to demonstrate compliance, limit risk and boost efficiency will only grow.

COMPLIANCE IDENTIFICATION & MANAGEMENT SERVICE (CIMS)

The risks of digital accessibility non-compliance has become a reality in the US, yet organizations continue to struggle meeting their legal obligations and are easy targets for aggressive lawyers.

AAAtraq is a Compliance Identification and Management Service (CIMS) for organizations that initially identifies risk level and then provides a clear pathway to accessibility compliance and litigation risk mitigation.

Sitting above website auditing checking or testing services – AAAtraq is not competing with consultancy providers and is independent of system or service providers.

THE BENEFITS

AAAtraq, market leaders in CIMS —help to protect businesses and their interests on the web by reducing exposure.

There is an ongoing need for an insurance-backed, technology-driven solution continually minimizing risks and reducing wasted time and money.

Assessment and report of client website's current level of risk with clear and straightforward guidance to demonstrate reasonable steps for adjustment.

Oversight and simplified accessibility compliance, and delivery of a managed process to organization's staff and suppliers.

An ongoing certification process that oversees accessibility by automatically tracking client's website with monthly reporting of their site's accessibility status.

Website shields showing client's commitment towards compliance, warding off unwanted lawsuits and lengthy litigation.

Most importantly...peace of mind knowing that you are serving those with disabilities while protecting their brand and business.

WEBSITE ACCESSIBILITY 101

Website accessibility makes electronic and information technology accessible to people with disabilities of all kinds e.g. colour blindness and visual, or hearing disabilities.

What is 508, ADA, and WCAG?

All three standards – 508, ADA and WCAG – have the same goal: to make electronic and information technology accessible to people with disabilities (e.g. color blindness, visual impairment, hearing disabilities) in a way that is comparable to the access available to others.

What is the ‘American with Disabilities Act’ (ADA)?

A civil rights law that “prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public.” The law guarantees equal opportunity for individuals with disabilities.

What is WCAG?

Web Content Accessibility Guidelines. There are currently has 3 levels, A, AA and AAA. All three must be independently met to achieve compliance.

What is Section 508?

508 requires that accommodations be made for federal employees and members of the public with disabilities who wish to access government Information and Communications Technology (ICT), including government websites and multimedia.

Section 508 is limited to those in the federal sector and doesn’t apply to the private sector.

Federal agencies include:

- Government agencies
- Federally-funded non-profits
- Public higher education institutions
- Public K-12 schools

WHY ARE YOU INTERESTED?

It’s only a matter of time before you get caught out

What is my risk of doing nothing or continuing to do what they have already done?

Despite your best efforts, 94% of websites fail to meet web accessibility standards. As such, most websites are under threat from aggressive lawyers focused on making money.

Why now?

Other than it being the “right thing to do” and legally required, website accessibility lawsuits are one of the fastest growing trends in the USA today – growing as fast as society’s reliance on computers. The majority of the population relies heavily on computers to undertake everyday tasks from ordering items online to paying utilities bills, to purchasing event and airline tickets.

There is also a rapidly growing trend in organizations allowing certain transactions to be undertaken via their websites only. While this saves business costs, it raises the stakes for website non-compliance, as website access becomes even more critical for individuals with disabilities.



https://www.youtube.com/watch?v=6e3_sOKUByA&feature=youtu.be

NRF NATIONAL RETAIL FEDERATION NEWS ADVOCACY RESOURCES EVEN

PUBLIC POLICY

ADA WEBSITE LAWSUITS A GROWING PROBLEM FOR RETAILERS

Marisa Harrichak | 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 federal law that prohibits discrimination based on disability. Retailers support the goals of the ADA and work to facilitate access to their stores to best accommodate all.

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

By Ada Linton | Published July 24, 2018 | Technology | 10 minutes

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

August 21, 2018 / Brooklyn news / Williamsburg

Blind woman sues Bklyn Brewery over 'inaccessible' website

BY COLIN MCKENNA

Don't miss our updates: Email

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

Similar stories

Consumer number of lawsuits over website accessibility

FOXA BUSINESS

to people with disabilities have generated a record wave of lawsuits in 2018.

es are not ADA compliant, according to one of the lawyers who crunched the data. It has 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," Mike Yu of the Seyfarth Shaw Law firm told FOX Business' Stuart Varney on "Stacey & Co." on Tuesday.

Apple sued over claims website is inaccessible to visually impaired users

By Kenneth Chen

Monday, August 27, 2018, 02:41 PM EDT (10:41 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 uses its code.

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 unable to use an iPhone and other mobile devices without the aid of a screen-reading software. The complaint alleges that Apple's website is not accessible to her because it is not designed to work with the software.

appleinsider

UBS and Edward Jones Reach Settlements in Disabilities Act Class Action

By Meera Raman 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 operate websites that are fully accessible to and independently usable by millions of visually-impaired persons protected under that federal law.

"People settle lawsuits for all kinds of reasons," said a spokesman for the U.S. District Court in Washington, D.C. office of **Everett**, which declined to comment about the settlements.

FINANCIAL ADVISOR IQ

August 16, 2018

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

From Labor & Employment on Bloomberg Law

From labor disputes cases to labor and employment publications, for your research, you'll find solutions on Bloomberg Law. Protect your clients by discovering strategies based on litigation.

By Joshua Briones and Nicole Gueran

In 2017, 814 federal lawsuits alleging website inaccessibility were filed pursuant to the Americans with Disabilities Act (ADA). We are only mid-way through 2018 and nearly 485 federal ADA website accessibility lawsuits have already been filed. Most of these cases are being brought in the Second and Eleventh Circuits—approximately 68% of all cases filed in 2018 are venued in the Second Circuit and 27% are venued 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 the Northern District of California in 2006. Plaintiffs alleged that Target's website was not accessible to blind users. Target Court found that a claim arises

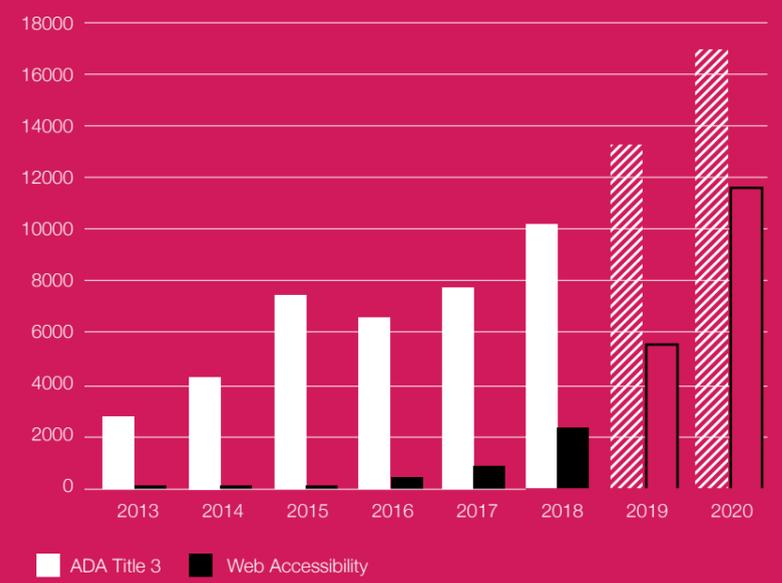
Bloomberg

LITIGATION CREATING THE DEMAND

By the end of next year, forecast costs could exceed \$1bn.

With such a large % of sites presently failing, an increase in the availability of plaintiffs' counsel could see these figures rise significantly.

Lawsuit breakdown**



- 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

* Based on 7800 cases, 2017 year – average external fees of \$46,500 per case. Best estimates suggest, 97% of complaint's are settled directly with payments between \$17,200 - \$23,900 per claim.
 ** 2019 figures yet to be confirmed.

A DISPARATE MARKET AND OFFERING

Disconnected capability, lacking process

Organizations are struggling with fragmented and difficult to navigate compliance solutions.

AAAtraq provides a holistic solution to the issue and places insurance risk management at the heart of its proposition. In doing so, AAAtraq supports the insurer by reducing organisational risk, and provides a new and substantial sales opportunity for brokers that will be welcomed by clients.

There is a clear market need for the Compliance Identification and Management Service (CIMS) offered by AAAtraq; a single solution that accurately identifies an organization's risk exposure and provides a clear pathway to full digital accessibility compliance.

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 offer management support and do not require technical support or management to operate. Systems that look at or manage content (where CMS has been acquired and those claiming to offer accessibility compliance).

CONSULTANCY SERVICES

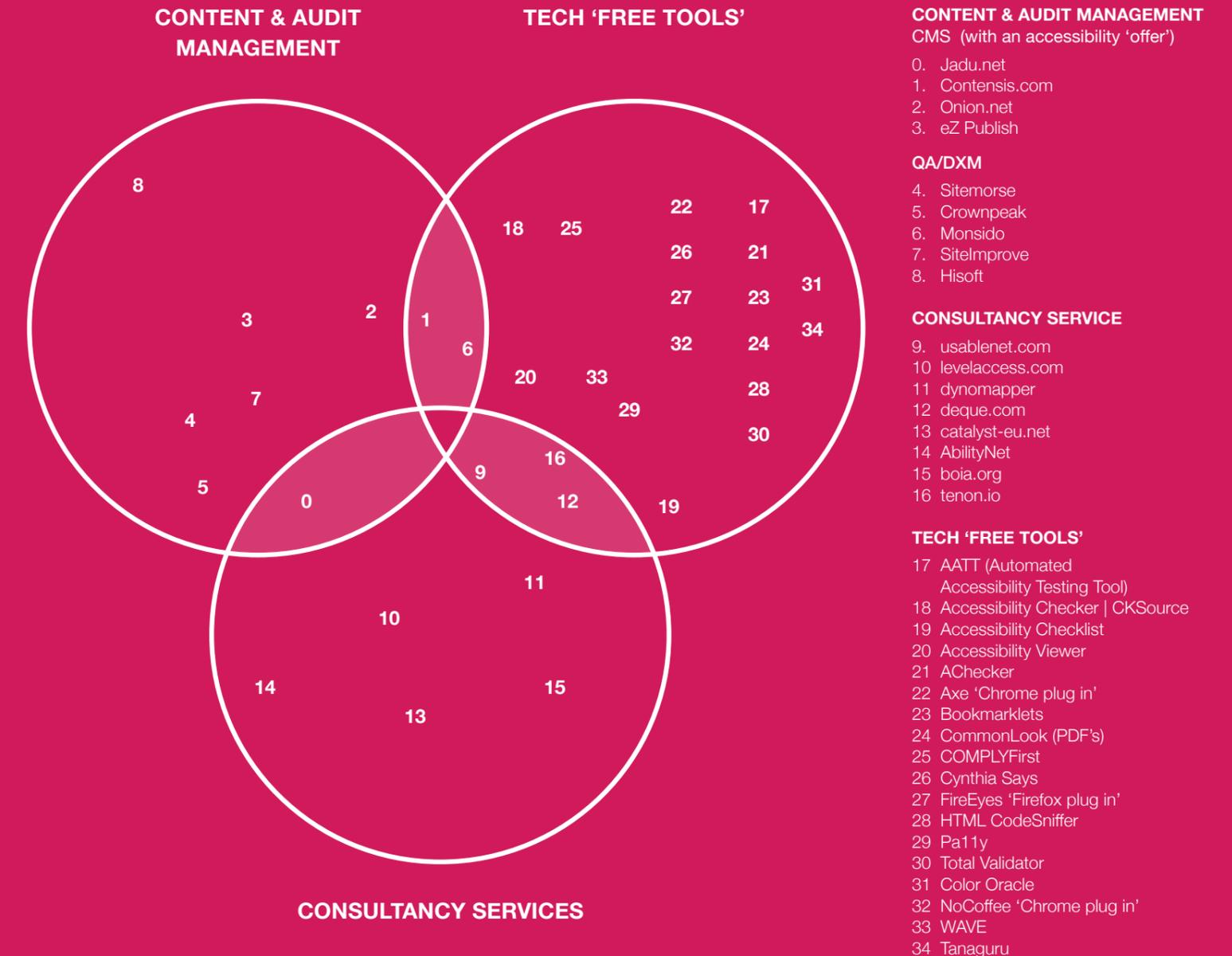
Consultative lead service provision. This is where, in the main, a third party will utilise a service (frequently the free technical tools available) on your behalf. They may also offer their own dedicated service or tool for you to use, with or without their support. Can be seen as AMP (Accessibility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

TECH 'FREE TOOLS'

There are many free technical services available. Some are created by hobbyist, project builds, and often include 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 are web-based: 'enter the page here'. The final category is those which sees you run from a command line or manage a program install.

THE LANDSCAPE

The layer below CIMS



SIGNING UP

Why wouldn't you?

SIGNING UP

2 minutes for your complementary RISK PROFILE

Many may feel 'accessibility' has been dealt with, the reality is for most (94%) it hasn't.

A RISK PROFILE provides at no charge, an independent audit as to a websites accessibility compliance (web and PDF pages).

To access your RISK PROFILE - please visit www.AAAtraq.com



THE SERVICE

THE SERVICE

Our technology-driven approach



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

Every organization's website must adhere to accessibility rules; currently, 94% fail.

The CIMS offered by AAAtraq oversees and simplifies compliance, delivering a managed process to an organization's staff and suppliers.

Our website shield shows clients' commitment to working towards compliance and wards off unwanted aggression - our insurance coverage offers further protection.



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 – let us show you.

The AAAtraq process for organizations:

1

Awareness

Clients become aware of the issue and AAAtraq's solution via their broker, insurer or through press, social and other communication channels.

2

Understanding

Clients request a risk profile to understand the level of risk their organizations face.

3

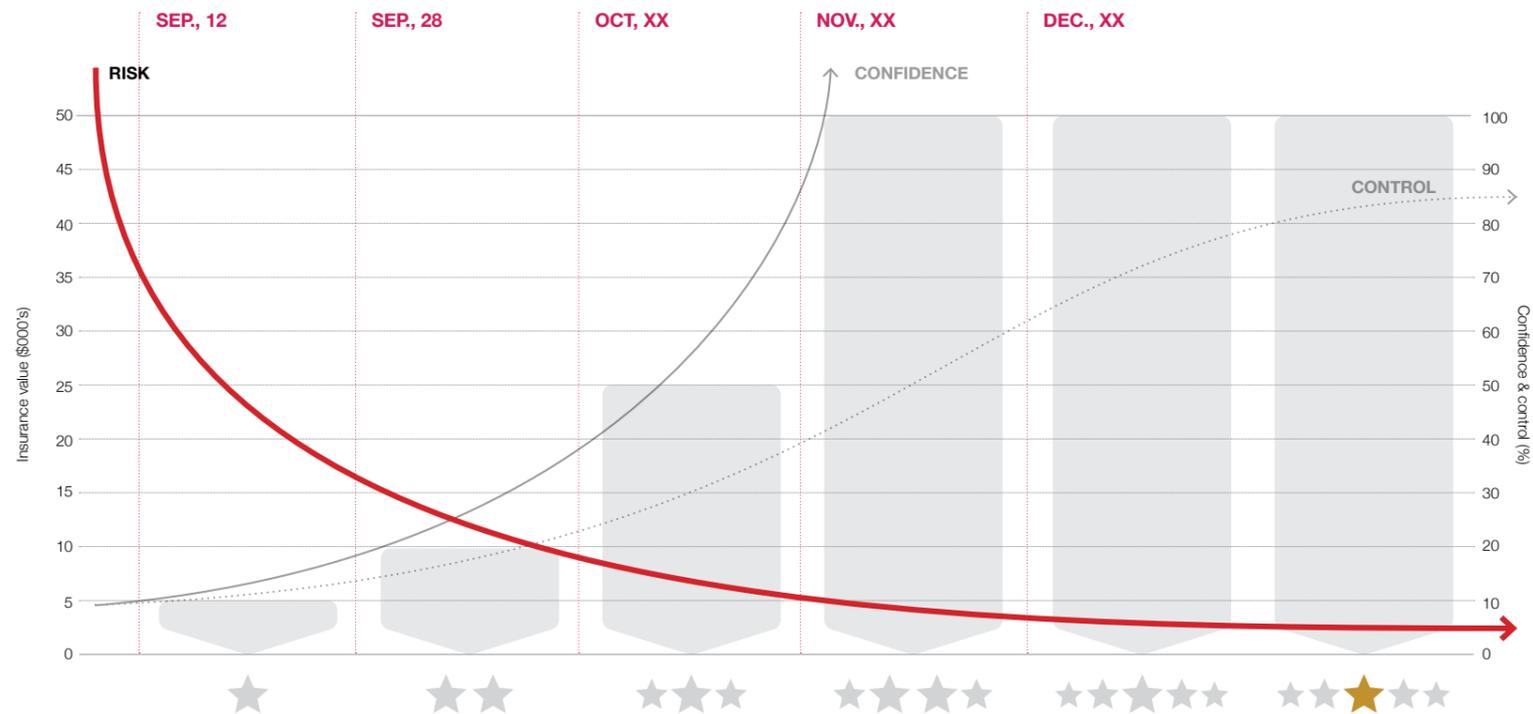
Compliance

Clients subscribe to the service and take the path towards compliance.

RISK PROFILE

System automated process and planning

AAAtraq allows organizations to take control of the situation, by managing and reducing their accessibility risk. Clients are supported and are able to clearly demonstrate an appropriate and reasonable adjustment.



RISK PROFILE

Understanding the risk

In the first instance, website owners must understand their current risk. The free RISK PROFILE allows them to do just that.

Requesting a free RISK PROFILE is the first step. Site owners submit a website URL and their details, allowing for automated progression to subscription.

The emailed RISK PROFILE provides a clear understanding of a specific website's risk exposure and starts the journey towards compliance, providing timelines and insurance details:

- Risk-level certification
- Confidence vs control charting
- Adjustment demonstration timeline
- Insurance details provision
- Service sign up call-to-action



CONTINUOUS CERTIFICATION

Protected by the shield, covered by insurance

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

This live shield displays an organisation's commitment as they progress towards compliance either as a graphic overlay or embedded within their website's footer.

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.

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

Certificate – ability to download certification of progress made and demonstrate achievements.



CONTINUOUS CERTIFICATION

Secure user dashboard – service subscription

Our secure dashboard enables clients to keep track and manage progress towards their next star.

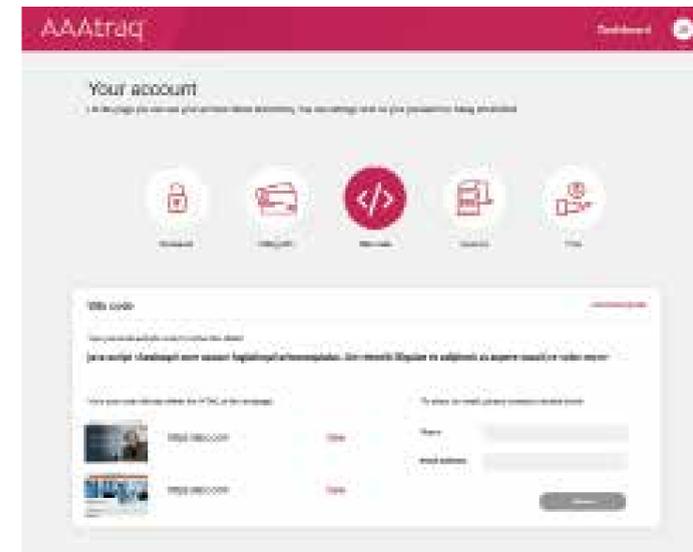
Dashboard page examples



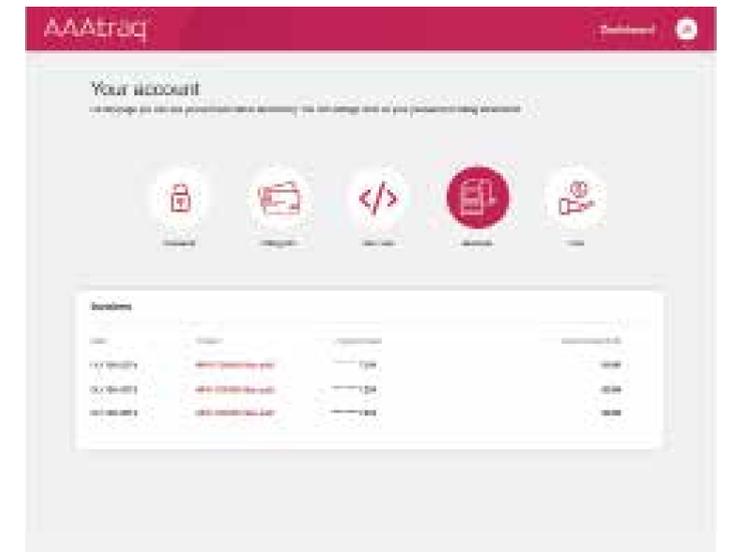
Your personal dashboard is ready and waiting for you to subscribe.



An easy to understand dashboard showing shield status, your next actions and the milestones towards achieving your next star. Achievement milestones are based on specified timeframes and the system will alert you to slow progress.



Personal website code that is embedded into your websites, allowing AAAtraq system access.



Simple access your to account status and history.

BRIT

Insurance provider

Securing the commitment and support of a leading global carrier has enabled us to start building AAAtraq's US footprint from a solid and credible foundation.

BRIT's involvement also underpins our future global ambitions. The long-term goal is to set the standard, with all carriers adopting the AAAtraq certification and mandating the service to all their clients. AAAtraq automation will be inclusive to all policies, helping to deliver process and support to millions of clients with little or no human involvement.



GALLAGHER

Broker partners and administration

Partnering with Gallagher, one of the top five brokers in the World, further enhances value and credibility, and importantly drives sales.

For AAAtraq, this is the first of many broking partnerships, and starting with one of the World's largest will ensure widespread confidence in the solution.



Gallagher launch materials



CLAIMS MANAGEMENT SYSTEM

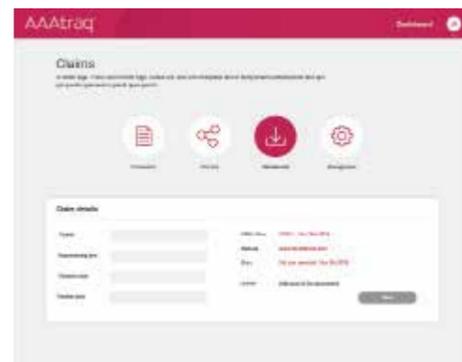
Automation claims support

We have designed a Claims Management System which is delivered through our secure dashboard. Users just submit the details of a claim and our system does the rest.

The step-by-step process required to deal with a claim, accessed via your secure dashboard.

Add details of the claim you've received via the CMS, uploading any supporting documents. All information is held in one place.

On your behalf the CMS keeps you up to date with the process and details of actions.



BE CONFIDENT IN OUR EXPERIENCE

AAAtraq is based on many years of experience developing automated compliance software, and now integrating the World's first 'pure' digital insurance capability.

Capabilities we have already developed (or own) are being brought together

- 15 years' website assessment and checking capability
- 11 years' experience in automated Accessibility auditing
- 10 years of site certification, analysis / metrics

Secure 'badge' site display methods / systems

- Five years plus
- Operates largest single deployment presently

Seven years' experience in regulatory (digital) compliance reporting

System – already audited some 23 billion addresses

- 99.93% availability 10 years+
- Throughput, 5.5m checks a day

Insurance (US)

- 31 years' policy assessment and production
- 27 years' compliance coverage product
- 17 years' agent recruitment and support

NOTES

Can I advertise AAAtraq?

Yes, following the rules as outlined in the Sales Agent Agreement.

Are there any restrictions on me advertising or promoting?

Follow the rules as outlined in the Sales Agent agreement.

Can I refer a business to AAAtraq other than via my link?

No. AAAtraq uses your unique link to track sales. Follow the rules as outlined in the Sales Agent agreement.

NOTES

Do I get a discount for my AAAtraq on my site?

No. You cannot receive a discount, but you will earn commission through your sales agent link.

Can I run a \$47 report for a site owner?

Yes. You can use your unique link to access the \$47 Detailed Risk Report order page where you can pay for the report and have it emailed to you or the site owner. Using your unique tracking link will earn you a commission on the sale.

Digital Agency - Can I pay for the site shield subscription and rebill my customers?

Yes. You'll need to setup the account on behalf of your customers.

NOTES

AAAtraq™

What is the highest commission %?

Starting at 25% rising to 50%, subject to the following 3 requirements

- Achieve significant revenue target
- Number of active sales agents
- Significant social presence specific to AAAtraq