

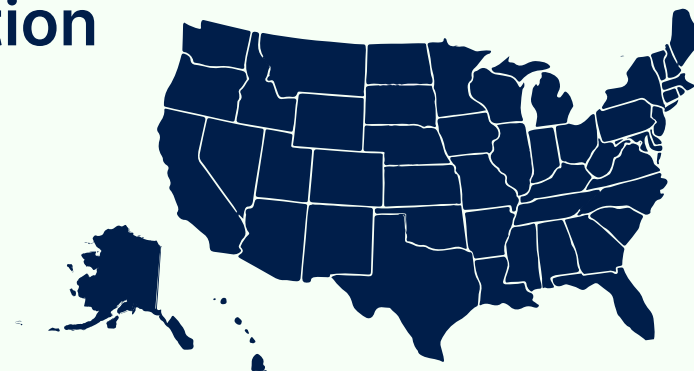


ACCESSIBLE **WEB** | Regulation Resources

# Americans with Disabilities Act Title III Compliance for Digital Accessibility

# ADA Title III prohibits discrimination on the basis of disability in any place of public accommodation

Americans with Disabilities Act (ADA) Title III also encompasses digital services offered by private businesses. Websites, mobile apps, online ordering systems, and other digital tools must be designed and maintained to be accessible to people with disabilities.



## Is Your Industry Affected?

**Any private business operating a place of public accommodation must ensure its digital offerings are accessible.**

This includes businesses that have websites, mobile apps, online ordering systems, interactive kiosks, or any other digital content or functionality available to the public.

This includes, but is not limited to, digital offerings from:





- Restaurants, cafes, bars, and other food service establishments
- Hotels, motels, and other lodging providers
- Retail stores, shopping malls, and online retailers
- Theaters, museums, concert halls, and other entertainment venues
- Libraries, schools, universities, and other educational institutions
- Banks, credit unions, and other financial institutions
- Hospitals, doctor's offices, and other healthcare providers
- Transportation services, such as airlines, taxis, and ride-share

# How Do You Comply with ADA Title III?

No specific standard is specified, however, the Department of Justice (DOJ) has consistently referenced the Web Content Accessibility Guidelines (WCAG) as the internationally recognized benchmark for digital accessibility. WCAG 2.1 Level AA is generally considered the accepted standard for ADA Title III compliance.

WCAG offers clear guidelines for color contrast, video captions, and assistive technologies. Organizations often find WCAG 2.1 AA a good balance between accessibility and affordability.

## Success criteria for web content is based on these principles:

-  Perceivable - e.g. Creating text alternatives for meaningful images
-  Operable - e.g. A site is completely navigable with keyboard commands
-  Understandable - e.g. A web page functions in a way that is predictable and logical
-  Robust - e.g. A website accepts keyboard commands, regardless of which browser or operating system it is being accessed from

### WCAG 2.1 consists of:

50

Success Criteria

~88

Manual Tests

~67

Automated tests

 Try Accessible Web RAMP free for 14 days to start testing for WCAG 2.1 AA violations. [Explore plans](#)

## Your Additional Compliance Requirements:

- Establish Accessibility Policies:** Organizations should publish a comprehensive digital accessibility policy in a visible spot on their website. This policy should outline a commitment to accessibility, define roles and responsibilities, and provide procedures for addressing issues.
- Provide Feedback Mechanisms:** Users should be able to report issues or request accommodations by email, online forms, or phone.

Tools like [Accessible Web's Compliance Center](#) streamline these processes.

- **Continuously Test:** Organizations should conduct regular accessibility testing throughout digital asset creation and development. This includes automated testing, manual testing, and user testing with people with disabilities.

- **Maintain Documentation:** Keep track of your accessibility efforts, including policies, training records, testing results, and remediation plans.

Tools like [Accessible Web RAMP](#) automate testing and documentation for you.

- **Provide Accessibility Training:** Regular training should be provided to all staff involved in the creation, management, or delivery of digital content and services. Training should cover accessibility principles, WCAG guidelines, assistive technologies, and accessibility testing methods. [Accessible Web Academy](#) offers training as a supplemental service, or as part of our Pro+ Plan.

- **Prepare for Reasonable Modifications:** Organizations must be willing to modify some policies, practices, and procedures to ensure that individuals with disabilities have equal access to their goods, services, and facilities. This may include adjusting deadlines, providing alternative formats, or offering personalized assistance.

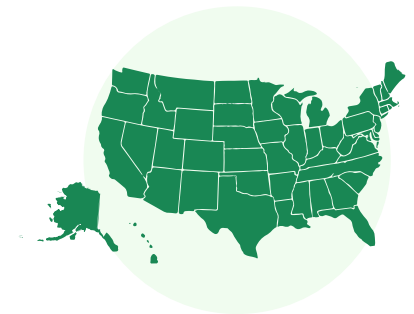
- **Facilitate Effective Communication:** Consider the needs and preferences of individuals with disabilities. Are you providing plain language, visual aids, and offering sign language interpreters, or using assistive technologies where needed?

Our [certified accessibility specialists](#) can help you identify these.

## When Do You Need to Comply?




While there are no specific deadlines for Title III compliance with WCAG 2.1, the DOJ has **consistently emphasized its commitment to enforcing digital accessibility in litigation.**

Businesses are expected to demonstrate good-faith efforts towards achieving accessibility, and compliance with WCAG 2.1 is generally considered a safe harbor for demonstrating compliance.



# What to Do if You Can't Achieve Full Compliance

In situations where achieving full technical compliance presents undue burdens or is technically infeasible, organizations must still make every reasonable effort to provide comparable access to individuals with disabilities. Here's what you can do when technical compliance isn't achievable:

-  **Alternative Formats:** Offer alternatives for inaccessible content (accessible PDFs, transcripts). [Get in touch to discuss our multimedia services](#)
-  **Assistive Technology Compatibility:** Ensure compatibility with commonly used assistive technologies (screen readers, magnifiers, & alternative input devices). [Test your website with real assistive technology users](#)
-  **Personalized Assistance:** Provide individualized support to users with disabilities (offering phone, email, or in-person assistance)

Failure to comply can leave your business vulnerable to both legal and financial risk. [Statistics from 2023:](#)

**4,600+**

ADA lawsuits

**eCommerce**

Websites were targeted the most

**New York**

Targeted the most in federal and state filings\*

\*You are liable as long as you have customers in the state.

# How Can You Comply?

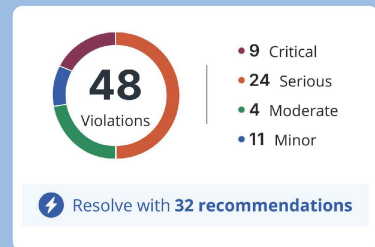
Navigating the complexities of ADA compliance can be daunting, but with Accessible Web, you're not alone. [Contact us](#) today to explore how our expert services and innovative tools can help your organization achieve and maintain compliance, and prepare for the upcoming deadlines and evolving expectations. Accessible Web offers:

## Software

### Accessible Web RAMP

Our easy-to-use suite of accessibility testing software helps you automate and facilitate continuous compliance with updated accessibility standards.

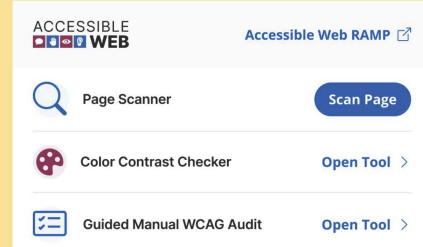
[Start a free 14 day trial](#)



### Accessible Web Helper

Our free Chrome extension contains a page scanner, color contrast checker, and a Guided Manual WCAG Tool. Launch it directly from a violation or task in RAMP to highlight the affected elements directly on your website.

[Download for free](#)



### Guided Manual Audit Tool

A tool within our extension (included with RAMP subscription) that walks you through a series of tests to comprehensively audit for all WCAG success criteria. Pair it with our audit grid in RAMP to audit your site at your own pace while automatically quantifying your progress.

[Start a free 14 day trial](#)

Success Criteria	Home	About	Contact
<b>1.1.1 Non-Text Content</b> WCAG 2.0 • Level A • 2 Tests • 20 min	✓	✓	100%
1.2.1 Audio-only and Video-only (Prerecorded)	⚠	—	100%
1.2.2 Captions (Prerecorded)	⌚	✓	100%
1.2.3 Audio Description or Media Alternative (Prerecorded)	5	⚠	100%
1.2.4 Captions (Live)	✓	⌚	100%
1.2.5 Audio Description (Prerecorded)	✓	✓	100%

Completed testing & tasks

## Accessible Web Academy

With topics such as accessible design, code-specific best practices, and assistive technology, you can enable your team to contribute to the ongoing accessibility efforts and ensure that all content produced meets the accessibility standards. Level up your team today!

[Browse course catalog](#)



## Services

### WCAG Manual Audits

Automated scanning can only detect a portion of WCAG violations; manual evaluation is required. Our team of certified specialists will comprehensively evaluate your platform to identify compliance gaps.

[Get in touch](#)

### Voluntary Product Accessibility Templates (VPATs)

Our certified specialists will document how your platform meets accessibility standards, essential for procurement processes.

[Explore your options](#)

### Assistive Technology Testing

Testing sessions with our team of real assistive technology users to confirm your digital solutions work seamlessly for all users.

[Schedule your first session](#)

### Expert Consultation

Remediation support is an ongoing process in which a certified specialist helps you meet your accessibility goals with support, best practices, trainings, and more!

[Get in touch](#)



# Regulations Comparison Table

Guidelines	ADA Title II	ADA Title III *	Section 508	EAA	ACA	AODA
<b>Deadline</b>	Large Governments: April 2026  Small Governments: April 2027	<b>No specific deadline, ongoing</b>	No specific deadline, ongoing	New content: June 28, 2025  Existing content: June 28, 2030	2040	2025
<b>Affected Industries</b>	Public services, state/ local government entities	<b>Private businesses operating a place of public accommodation</b>	All branches of the government and contractors and grantees	Public and private sector bodies	All orgs under federal jurisdiction; including private sector bodies	Public and private sector bodies
<b>Affected Regions</b>	United States	<b>United States</b>	United States	European Union	Canada	Ontario, Canada
<b>Standards for Compliance</b>	WCAG 2.1 AA	<b>WCAG 2.1 AA</b>	WCAG 2.0 AA	WCAG 2.1 AA EN 301 549	WCAG 2.1 AA EN 301 549	WCAG 2.0 AA

## Additional Info & References

- [ADA.gov](https://www.ada.gov/): Information about the law, regulations, technical assistance resources, and guidance on digital accessibility.
- [W3C](https://www.w3.org/WAI/standards-guidance/wcag/): Detailed information about WCAG 2.1, including the guidelines, success criteria, techniques, and supporting resources.
- [Department of Justice \(DOJ\)](https://www.justice.gov/eo-11947): Provides guidance documents, technical assistance materials, and legal resources related to the ADA and digital accessibility.

We're here to help you navigate ADA Title III and other laws. [Reach out to Accessible Web](#) with your accessibility project.



# Legal Disclaimer

The information provided in this document is for informational purposes only and should not be construed as legal advice. While Accessible Web has made every effort to ensure the accuracy and reliability of the information contained herein, accessibility laws, regulations, and guidelines vary by jurisdiction and are subject to change.

Accessible Web strongly recommends consulting with qualified legal counsel or compliance professionals to understand the specific requirements applicable to your organization and ensure compliance with accessibility laws, such as the Americans with Disabilities Act (ADA), Section 508, and the Web Content Accessibility Guidelines (WCAG).

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