# European Accessibility Act Compliance for Digital Accessibility

**If you are located in the EU, sell or do business in the EU, or target EU consumers, you need to be aware of the European Accessibility Act.**

If your business or your clients are located in the European Union (EU) you need to be aware of EAA. The European Accessibility Act (EAA) is a landmark legislation that aims to harmonize accessibility standards for a wide range of products and services across the European Union. It's a game-changer for digital accessibility, setting clear requirements for websites, mobile apps, software, and other digital information and communication technology (ICT). This act is not just about ticking boxes for compliance; it's about fostering a truly inclusive digital society where everyone can participate equally.

## Is Your Industry Affected?

Compliance is needed if your business is located or serves customers in the EU and is one of the following:

### Public Sector Bodies

**Government Agencies:** From large national ministries (e.g., Ministry of Health) to local municipalities and city councils. Websites, online forms, and digital documents must all be accessible.

**Educational Institutions:** Universities, colleges, and schools at all levels. Equal access must be provided for learning management systems, online libraries, and digital learning materials.

**Healthcare Providers:** Public hospitals, clinics, and healthcare agencies must make their online appointment systems, patient portals, and health information accessible.

**Public Transportation:** Transport services operated by public authorities, such as buses, trams, and trains, must have accessible websites and ticketing machines.

**Law Enforcement and Emergency Services:** Police departments, fire services, and emergency response units need to ensure their online services and communication systems are accessible.

# Is Your Industry Affected? Continued

## Private Sector Businesses

**E-commerce Platforms:** Online retailers like Amazon, eBay, and Zalando must make their websites and apps accessible, ensuring everyone can browse products, make purchases, and manage accounts.

**Financial Institutions:** Banks, insurance companies, and investment firms must make their online banking platforms, mobile apps, and customer service portals accessible.

**Telecommunications Companies:** Providers like Vodafone, Orange, and Deutsche Telekom must confirm their websites, customer service portals, and mobile apps are accessible.

**Entertainment and Media Companies:** Streaming services like Netflix, Spotify, and Disney+ need to ensure their platforms are accessible.

**Software Developers:** Companies that create software, operating systems, and mobile apps must design their products with accessibility in mind.

## Micro-enterprises

The EAA provides a specific exemption for micro-enterprises, recognizing potentially limited resources. Micro-enterprises are businesses that have:
- Fewer than 10 full-time and part-time employees, AND
- Annual turnover or balance sheet total not exceeding 2 million euros

**Examples of micro-enterprises include:**
- **Small local businesses:** A family-owned bakery with a basic website for online orders.
- **Freelancers and sole traders:** A web designer who works independently and has a small online portfolio.
- **Startups in their early stages:** A tech startup with a small team developing a new mobile app.

While exempt from the EAA's requirements, micro-enterprises are still encouraged to adopt accessible practices! This not only benefits their customers with disabilities but can also enhance their brand reputation and expand their market.

# How Do You Comply with the EAA?

The EAA primarily aligns with the following technical standards:

**EN 301 549:** This European standard provides detailed technical requirements for the accessibility of ICT products and services. It covers a wide range of disabilities, including visual, auditory, cognitive, and motor impairments.

**WCAG 2.1 Level AA:** The Web Content Accessibility Guidelines (WCAG) are internationally recognized standards for web accessibility. The EAA requires compliance with Level AA, which ensures a good level of accessibility for most users.

## 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 site accepts keyboard commands, regardless of browser or operating system

💡 Try Accessible Web RAMP free for 14 days to start testing for WCAG 2.1 AA violations. Explore plans

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**WCAG 2.1 consists of:**

**50**
Success Criteria

**~88**
Manual Tests

**~67**
Automated tests

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# Your Additional Compliance Requirements:

- **Provide accessible customer service:** Offer support through various channels, such as phone, email, and chat. Your staff should be trained in disability awareness and etiquette.

- **Make accessibility information readily available:** Clearly communicate your accessibility features and offer support options on your websites and other platforms.

  Tools like Accessible Web's Compliance Center streamline these processes.

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**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.

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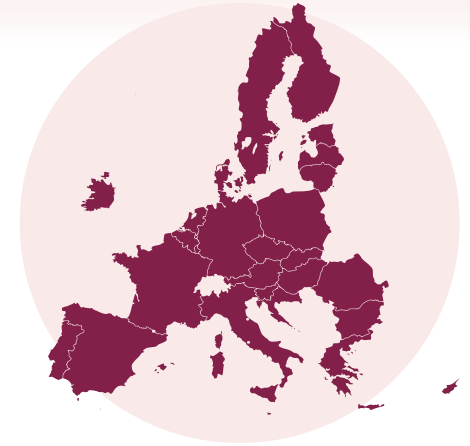
# When Do You Need to Comply?

The EAA has been adopted by EU member states. The compliance deadlines depend on when the products and services came on the market.

## June 28, 2025
New products and services

## June 28, 2030
Existing products and services

# What to Do if You Can't Achieve Compliance by These Deadlines

The EAA includes a "disproportionate burden" clause, allowing organizations to deviate from the technical standards when organizations can demonstrate that full compliance would impose a significant and unreasonable burden.

In these cases you still **must** provide:
- Thorough documentation of why compliance is an undue burden, including rationale
- Notification to relevant national authorities
- If an exemption is claimed, it must be detailed in the companies accessibility statement
- Reasonable adjustments to improve accessibility where possible
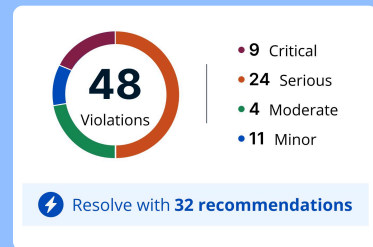
# How Can You Comply?

Navigating the complexities of EAA 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.
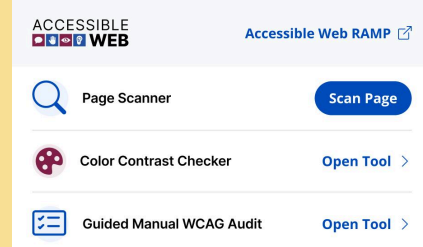
Start a free 14 day trial

**48** Violations

- **9** Critical
- **24** Serious
- **4** Moderate
- **11** Minor

⚡ Resolve with **32 recommendations**

### 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

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Accessible Web RAMP ↗

🔍 Page Scanner — **Scan Page**

🎨 Color Contrast Checker — Open Tool ›

☑ Guided Manual WCAG Audit — Open Tool ›

### 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.
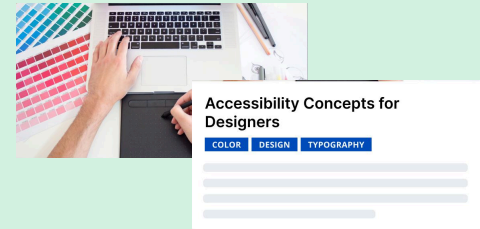
Start a free 14 day trial

| Success Criteria | Home | | About | | Contact |
|---|---|---|---|---|---|
| **1.1.1 Non-Text Content** WCAG 2.0 · Level A · 2 Tests · ⏱ 20 min | ✓ | › | ✓ | › | ☰ |
| 1.2.1 Audio-only and Video-only (Prerecorded) | ⚠ | › | — | › | ✓ |
| 1.2.2 Captions (Prerecorded) | ⊘ | › | ✓ | › | ⊘ |
| 1.2.3 Audio Description or Media Alternative (Prerecor... | ☰ 5 | › | ⚠ | › | ✓ |
| 1.2.4 Captions (Live) | ✓ Completed testing & tasks | | ⊘ | › | ☰ |
| 1.2.5 Audio Description (Prerecorded) | ✓ | › | ✓ | › | ✓ |

## 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](#)



**Accessibility Concepts for Designers**

COLOR | DESIGN | TYPOGRAPHY

## 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 |
|---|---|---|---|---|---|---|
| **Deadline** | Large Governments: April 2026<br><br>Small Governments: April 2027 | No specific deadline, ongoing | No specific deadline, ongoing | **New content: June 28, 2025**<br><br>**Existing content: June 28, 2030** | 2040 | 2025 |
| **Affected Industries** | Public services, state/local government entities | Private businesses operating a place of public accommodation | 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 |
| **Affected Regions** | United States | United States | United States | **European Union** | Canada | Ontario, Canada |
| **Standards for Compliance** | WCAG 2.1 AA | WCAG 2.1 AA | 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

- **European Commission:** Comprehensive information about the EAA, including the full text of the legislation, guidance documents, and FAQs.
- **National Accessibility Bodies:** Each EU member state has a designated body responsible for promoting and monitoring accessibility. These organizations can provide country-specific guidance and support.

By understanding and fulfilling their obligations under the EAA, organizations can contribute to a more inclusive digital society where everyone has equal access to information and opportunities. We're here to help you navigate the EAA 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 European Accessibility Act (EAA) and the Web Content Accessibility Guidelines (WCAG).

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