Digital Accessibility Liability:

A History

Since the rise of the Internet in the 1990s, most businesses have established a presence online to sell their products and services. Unfortunately, this migration has left out many users with disabilities. Over the past two decades there have been many significant lawsuits and settlements that have worked to slowly grant equal access to the web, but there is still much to be done!





2000 - AOL

AOL agrees to make its Internet access software compatible with screen readers

2001 - Fleet Bank

Agreed to install Talking ATMs, adopt a comprehensive alternative formats policy, and make its website accessible

2005 - La Salle

Installed Talking ATMs and upgrade their website to comply with WCAG guidelines

2007 - Amazon

Amazon agreed to make their website screen reader compliant by the end of 2007

2009 - Arizona State/ Princeton, Reed, Pace, Darden School of **Business and Case Western**

Blind students sued over inaccessible Kindle textbook technology

2010 - Hilton International

In addition to paying a monetary penalty, Hilton agreed to make all websites and hotel reservation systems accessible

2010 - QuikTrip

This chain of convenience stores was investigated by the DoJ for ADA violations, which revealed an inaccessible website

2011 - MLB

The MLB agreed to make its website accessible, including alternate audio and captions

2011 - Northwestern University

Accessibility of Google Apps

2011 - Montgomery County MD

A blind employee sued due to an inaccessible internal database

2012 - Florida State University

Blind students sued over inaccessible technology

2013 - Weight Watchers

Digital accessibility of web and mobile content

2013 - Bank of America Online and Mobile

Accessibility of security features on website and mobile apps mobile content

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2000 - Bank of America California and Florida

The first agreement in the US for a bank to commit to digital accessibility

2000 - HDVest, Intuit, HR& Block. Gilman & Ciocia

Accessibility of tax filing software

2004 - Ramada Inn & Priceline

After an investigation by the NY attorney general, they agreed to install screen reader software

2006 - Project Management Institute

Court ruled that the PMP certification exam discriminated against the blind

2009 - Expedia.com, Hotels.com

Travel site agreed to add accessibility content and search features to assist disabled users with finding hotel accommodations.

2009 - Target

Target paid \$6 million to settle this monumental case, which held for the first time that online retailers must provide access to disabled persons

2010 - Penn State University

Accessibility of website and course materials

2010 - Government of Canada

Inaccessible course materials

2011 - American Cancer Society

To provide accessible health care information. ACS agreed to make its web content accessible to those with disabilities

2011 - New York University (NYU)

Accessibility of Google Apps

2011 - Netflix

Netflix agreed to provide captions for all content

2011 - CBS/The Price is Right

DoJ investigation of ADA wheelchair access discovered website was also inaccessible to those with disabilities

2012 - Charles Schwab

In a settlement with a blind user, the online broker agreed to adopt WCAG 2.0 Level AA web accessibility standards

2013 - Louisiana Tech

Inaccessible course materials

Digital Accessibility Affects All Industries

Financial institutions were among the first industries affected by digital accessibility, but since the year 2000, there has been a wave of lawsuits and settlements in many industries that do business on the web.

Higher Education

\$ Financial Institute

e-Retail

IIII Government

Travel-hospitality ★ Entertainment

L Customer Service

Non-profit