



the **Who**

the **What**

the **Why**

the **How**

the **When**

_____ of _____
WEBSITE COMPLIANCE



Don Farber
Chief Digital Officer



Randy Jacobs
President



Ken Croken
Senior Vice President



Anne Spoden Kiss
Vice President of Digital



Brian Buckles
Vice President of Design

[the What]

Compliance Rulings



508



All about
ADA



What is
WCAG

ADA

Americans with
Disabilities Act

2015 2016 2017 Today

WCAG

Web Content
Accessibility Guidelines

Levels of
Compliance

P.O.U.R.

A
AA
AAA

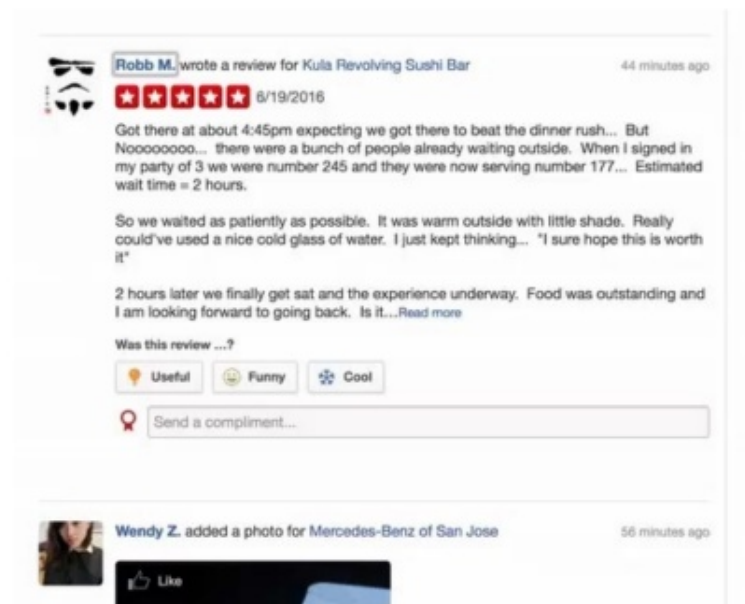
P.O.U.R

WCAG 2.0 AA Design
Principles

Perceivable



Operable





Robb M. wrote a review for Kula Revolving Sushi Bar

44 minutes ago



6/19/2016

Got there at about 4:45pm expecting we got there to beat the dinner rush... But Nooooooooooo... there were a bunch of people already waiting outside. When I signed in my party of 3 we were number 245 and they were now serving number 177... Estimated wait time = 2 hours.

So we waited as patiently as possible. It was warm outside with little shade. Really could've used a nice cold glass of water. I just kept thinking... "I sure hope this is worth it"

2 hours later we finally get sat and the experience underway. Food was outstanding and I am looking forward to going back. Is it...[Read more](#)

Was this review ...?



Useful



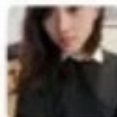
Funny



Cool



Send a compliment...



Wendy Z. added a photo for Mercedes-Benz of San Jose

56 minutes ago



Like

Understandable

Trichromatic View

This text
can be
read easily
by most
users

Monochromacy/Achromatopsia

This text is
completely
unreadable
for some
users

Robust



[the Why]

What are the real-world **benefits of compliance** and **consequences of noncompliance**?

the
Benefits

the
Consequences

the Benefits

of website compliance

SEO

**Avoid
Potential
Lawsuits**

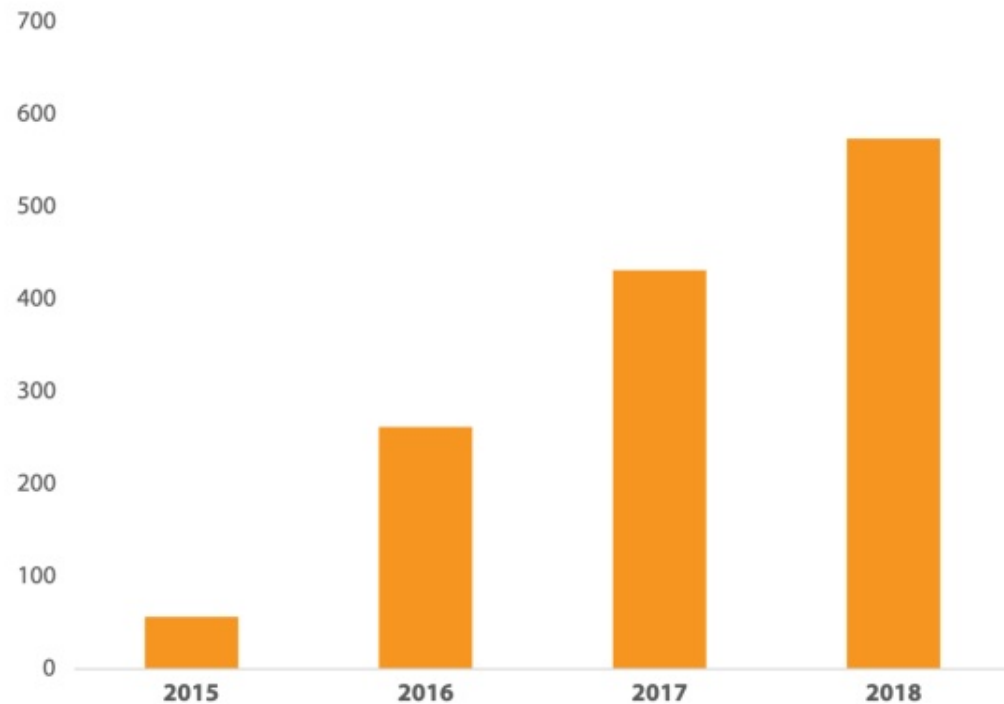
**Audience &
Demographic**

(3) SEO

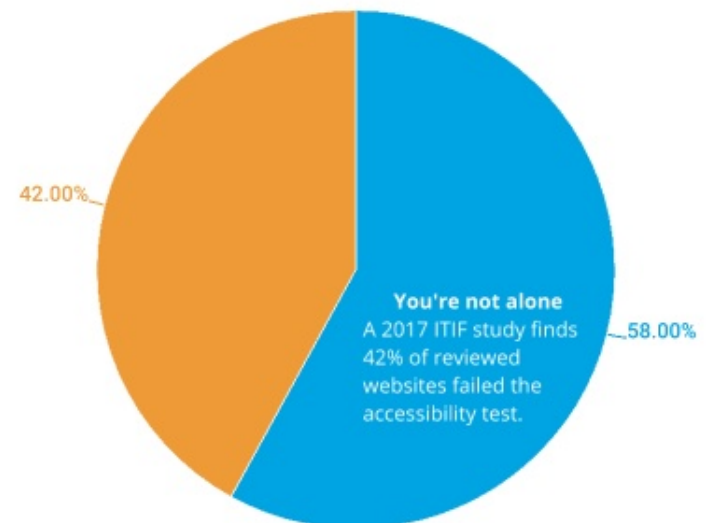
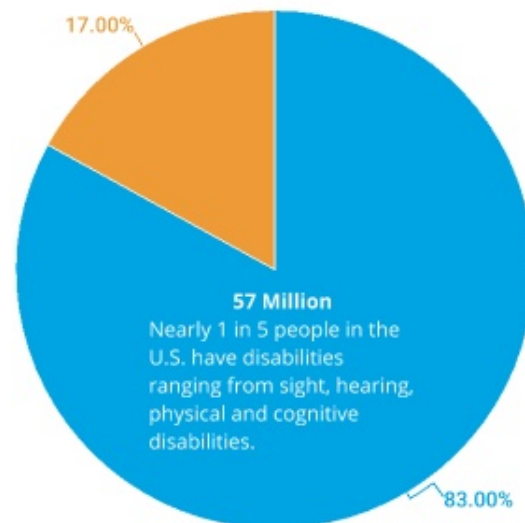


(2) Avoid Potential Lawsuits

Federal Website Accessibility Lawsuits:
2015 to 2018



(1) Open up a new Demographic



the Consequences

Lessons from recent cases

Minnesota
Carver County



Georgia
City of Atlanta



Florida
Palm Beach County



Florida
Orange County



[the **How**]

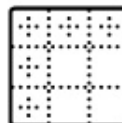
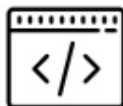
Becoming compliant.

WCAG 2.0 AA
Components

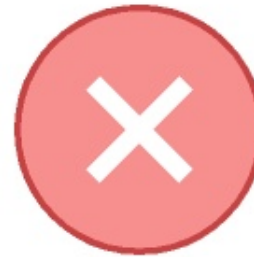
Understanding
GDPR

WCAG

2.0 AA Components



Contrast & Colors



Contrast & Colors



LANSING GENESIS
SURGERY CENTERS

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Fax 517-272-1685

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Using Semantics



"Now! ... *That* should clear up
a few things around here!"

Text Alternatives

**HORRIBLY
WRONG**

"image03.jpg"

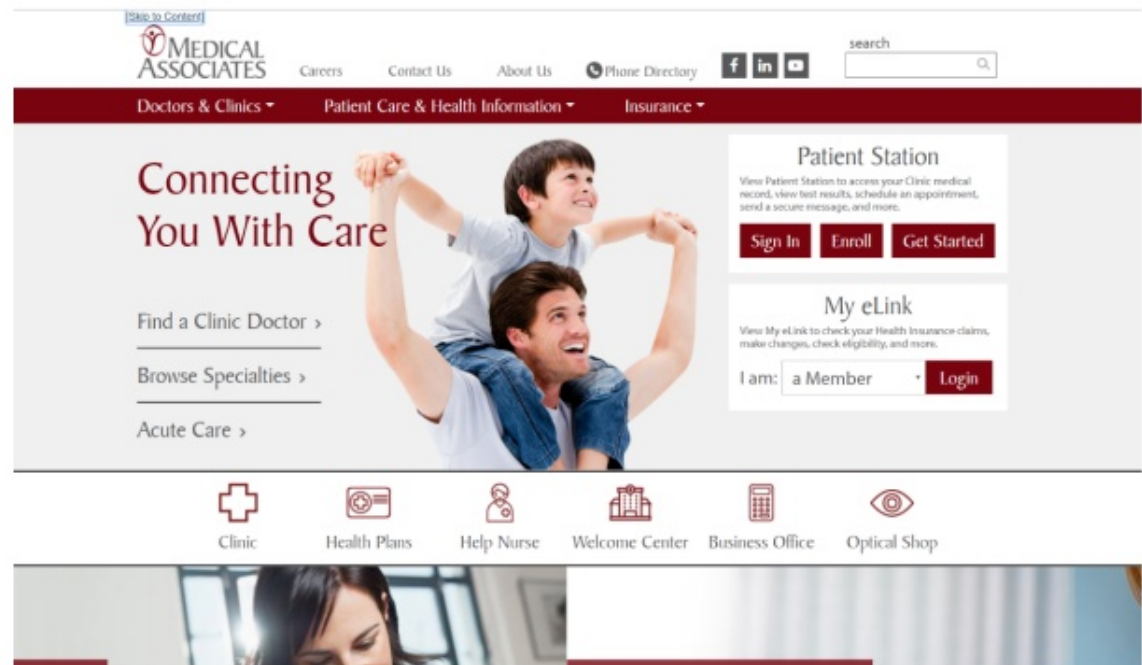
WRONG
"Jumping kids"

CORRECT

"Sandhill Summer Camp kids jumping
off of dock into Sandhill Lake"



Keyboard Navigation



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Clinic



Health Plans



Help Nurse



Welcome Center



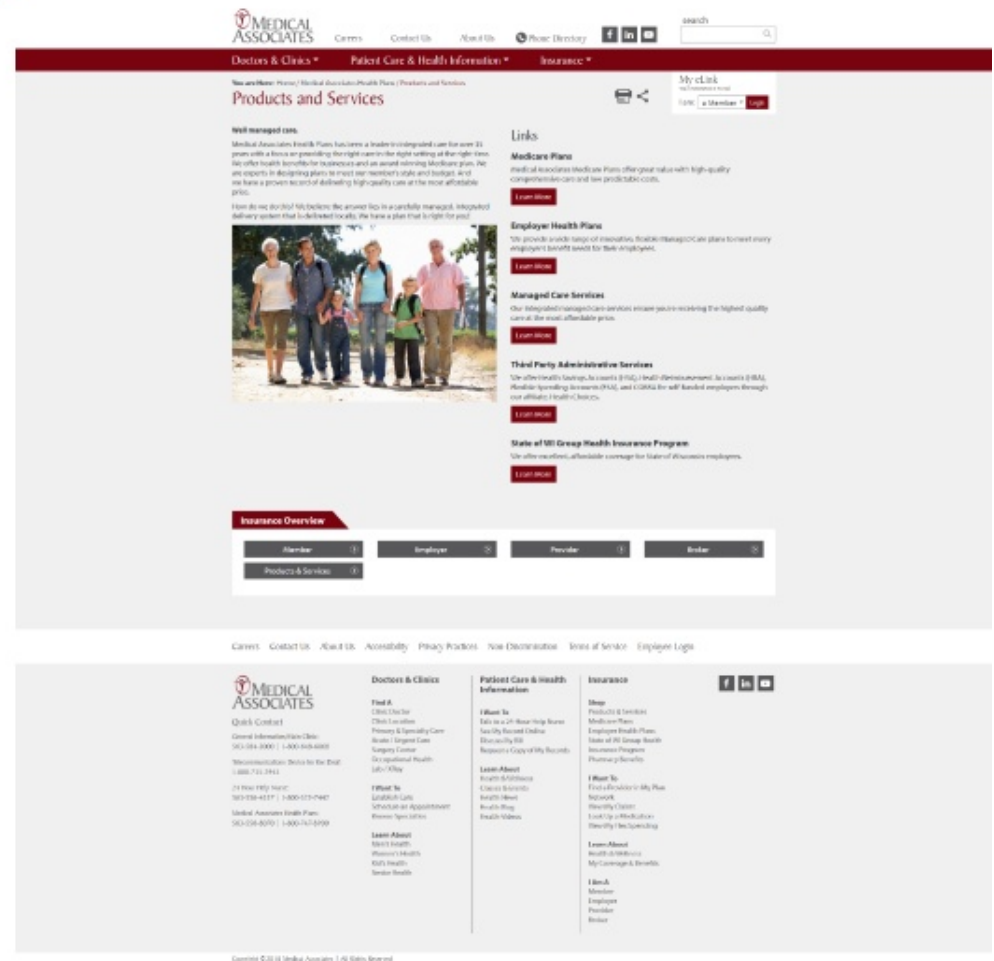
Business Office



Optical Shop

Easy to Find Information

1. Utility Navigation
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1

careers

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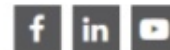
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Insurance Overview

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Employer



Provider



Broker



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Surgery Center

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Discuss My Bill
Request a Copy of My Records

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Telecommunications Device for the Deaf:
1-800-735-2943

24 Hour Help Nurse:
563-556-4357 | 1-800-325-7442

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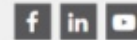
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Easy to Find Information

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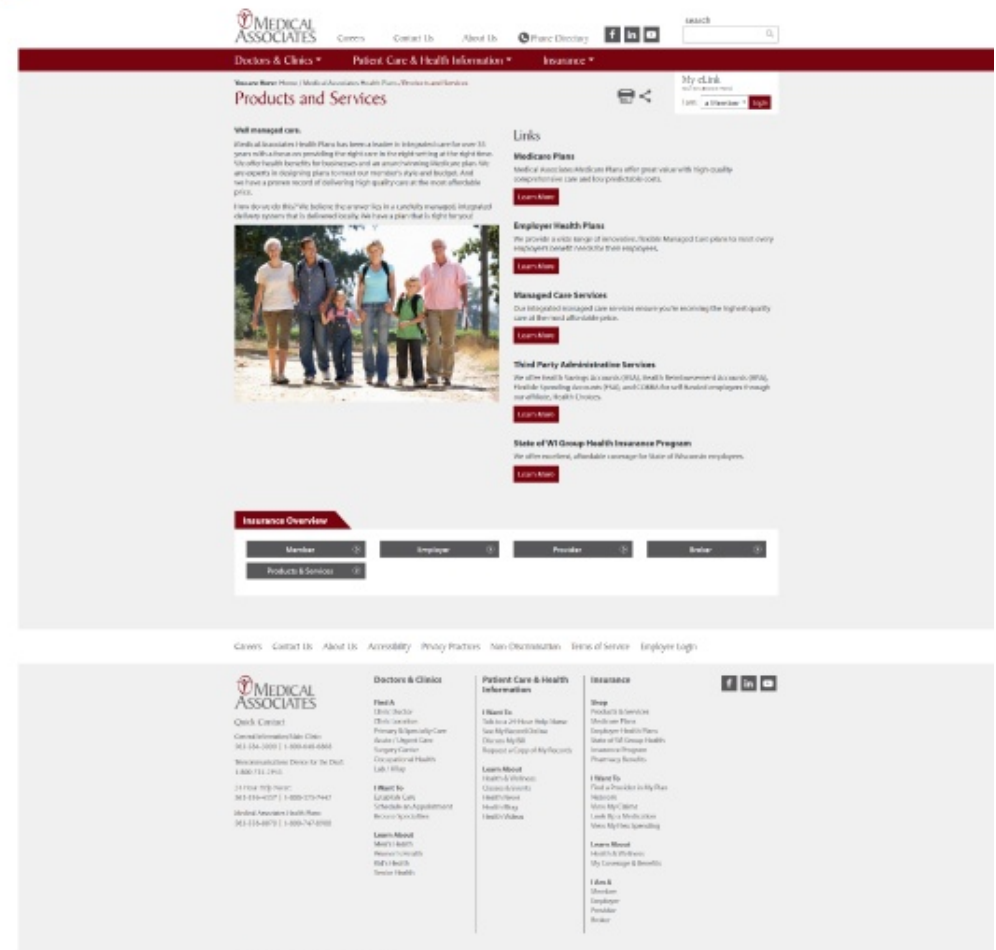


Table Formatting

Wrong:

Shirt	Sizes and amount in stock
Blue	S: 6; M: 13; XL: 10
Red	M: 2; L: 9; XL: 10; XXL: 1

Correct:

Shirt	Size	Stock
Blue	S	6
	M	13
	XL	10
Red	M	2
	L	9
	XL	10
	XXL	1

Accessible Videos



Accessible Forms

The screenshot shows the Fidelity website's 'ASK US A QUESTION' form. The header includes the Fidelity logo, 'ONLINE BANKING LOGIN', and a 'MENU' button. The form title is 'ASK US A QUESTION' with a subtitle 'Have a question about Mobile Banking? Ask us below!'. The form fields are: 'First Name *' (text input with a clear button), 'Last Name *' (text input), 'Email *' (text input), 'City *' (text input), 'Phone' (text input), and 'Additional Comments' (text area). Below these is a dropdown menu for 'Where is Your Primary Branch? *' with 'Choose One' selected. A checkbox for 'Please sign me up for email marketing from Fidelity Bank & Trust' is present. The form concludes with a 'Submit Question' button.

FIDELITY ONLINE BANKING LOGIN MENU

ASK US A QUESTION

Have a question about Mobile Banking? Ask us below!

First Name *

Last Name *

Email *

City *

Phone

Additional Comments

Where is Your Primary Branch? *
Choose One

☐ Please sign me up for email marketing from Fidelity Bank & Trust

Submit Question

No Flashing



Feedback for Users

FIDELITY BANK & TRUST

ONLINE BANKING LOGIN

ASK US A QUESTION

Have a question about Mobile Banking? Ask us below!

1

First Name *

Last Name *

Email *

City *

Phone

Additional Comments

Where is Your Primary Branch?
Choose One

☐ Please sign me up for email

FIDELITY BANK & TRUST

2

Home / Thank You / Ask a Question Submission

Ask a Question Submission

Thank you for submitting a question to Fidelity Bank & Trust

Your question has been successfully submitted! A member of the Fidelity Bank & Trust team will contact you shortly.

ONLINE BANKING LOGIN

MENU

Home / Thank You / Ask a Question Submission

Home / Thank You / Ask a Question Submission

GDPR

EU General Data
Protection Regulation

1. Data Protection & Consent

(a) Data Permission

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Company name:^{*}

Your email:^{*}

Your phone:^{*}

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Not compliant

Try SuperOffice CRM for free

Your name:^{*}

Company name:^{*}

Your email:^{*}

Your phone:^{*}

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GDPR compliant

1. Data Protection & Consent

(b) Cookie Law






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1. Data Protection & Consent

(c) Google Analytics





2. Timely Breach Notification



3. Right to Data Access



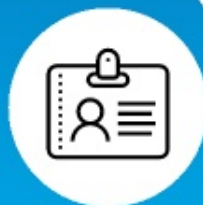
4. Right to Be Forgotten



5. Data Portability



6. Privacy by Design



7. Potential Data Protection Officers

[the When]



The Time is Now!

TAC

WE BUILD BRANDS
THAT MATTER



design



digital



media



strategy



production



[**www.tagteam.agency/isac**](http://www.tagteam.agency/isac)

563-355-2200