

ADA Compliance for Winery Websites

(Americans with Disability Act)

What does it mean for your website to be accessible?

“ In order for your website to be accessible, blind and deaf consumers must be able to use your website ”

If sued, your winery could be responsible for:

- Making website modifications to be ADA compliant
- Recovering plaintiff's attorney fees

In order to be compliant, customers with accessibility issues must be able to:

- Utilize assistive technologies - ex. use screen reader
- Use a braille keyboard - blind customers cannot use a mouse
- Determine a color contrast - for color blind people, there is a certain color ratio that needs to be present for them to be able to read the screen
- Have the screen text resize and be responsive
- Read subtitles on videos when possible
- Navigate across mobile website

What grounds can consumers sue wineries on?

- There's no standard that requires businesses to have accessible websites
- However, plaintiffs are pointing to accessibility and equal rights

Other items to be aware of:

- This also applies to all website extensions and platforms. Platforms, vendors, extensions and content that's uploaded onto your site must be compliant.
- Examples:
 - Vino Shipper
 - All CMS platforms
- We recommend utilizing external links that once clicked on, consumers exit your site.
 - If consumers go from your site to another, your website is no longer liable for their content.

What now?

- 1** We recommend bringing in an industry expert. This document is meant to inform you what's going on in the wine industry, not give legal advice.
- 2** You can run an online accessibility test to determine the accessibility of your website by visiting: Wave.WebAim.Org

Please remember, you are in control of your website, not your vendor. Anything that is published on your site is owned by your winery. This means that anything found on your site will fall back on you, not your vendor who might be actively managing your site.