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## Website Accessibility Under the ADA

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The up-and-coming Americans with Disabilities Act (ADA) claim against dealers will be based on website accessibility for those who have disabilities. Auto dealers are perfect targets for these claims because they all have a physical location. Those businesses that do not have physical locations have a defense. Banks are being targeted currently, so dealers have a little breathing room to prepare, but it won't be long before some civil rights or ADA attorney who can no longer make a buck claiming facility violations will start going after auto dealer website violations. To ensure that your website complies, check the Web Content Accessibility (WCAG) 2.0 level AA guidelines created by the Worldwide Web Consortium (W3C). The Department of Justice has made clear that ADA applies to websites. The federal government is required to comply with the ADA and has adopted the WCAG 2.0 level AA standards for its own websites, although stricter standards exist. Penalties for failure to comply are \$4000 per violation under the Unruh Civil Rights Act.

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