



Is Your Website ADA Accessible? Used Car Dealer Magazine publishes Partner Erica Kramer's article

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In the December issue of NIADA's *Used Car Dealer Magazine*, Partner [Erica Kramer](#) provides tips to car dealers on how to evaluate the accessibility of their web content, absent clear standards and regulations under the Americans with Disabilities Act (ADA). After the Supreme Court declined to review a case earlier this year, the number of website accessibility lawsuits filed by private plaintiffs is likely to continue to rise.

According to Erica, courts and regulators have typically required businesses to measure and improve the accessibility of their web content by following the Web Content Accessibility Guidelines 2.0 (WCAG). WCAG is broken down into 12 guidelines. For each guideline, WCAG gives users testable criteria to attain a level of conformity – Level A (lowest), Level AA or Level AAA. In its enforcement actions, the Department of Justice (DOJ) has generally mandated compliance with Level AA.

Erica suggests that dealers hire a third party to audit website content for accessibility, then develop a plan to implement any recommended updates. In addition, dealers should develop policies and procedures that provide for regular audits and corrective measures to ensure ongoing accessibility compliance as technology changes and new content is updated.

Erica is a partner in the firm's Tennessee office. She focuses her practice primarily on consumer financial services and regulatory compliance matters related to the Military Lending Act, the Servicemembers Civil Relief Act, and the accessibility of web content under the Americans with Disabilities Act.

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