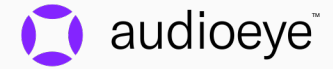


# Digital Accessibility

## Myths vs Facts



### MYTH

**Only a small percentage of the population has a disability.**

### FACT

15% of the world's population, or approximately 1 billion people, has a disability. The CDC cites 26% of US adults.

### MYTH

**Making my website accessible is costly and time consuming.**

### FACT

AudioEye has a suite of solutions for every budget, putting you on the path to compliance quickly.

### MYTH

**Using automated tools on my site is all I need to do to make it accessible.**

### FACT

Automation will reveal a percentage of your current errors but never all of them. Manual, human testing will help identify and fix the remaining errors.

### MYTH

**Digital accessibility is only needed for those who are blind or who have low vision.**

### FACT

Accessibility also greatly benefits those who have impaired mobility, are prone to seizures, have a learning or developmental disability, have hearing loss, or who are aging.

### MYTH

**Digital accessibility applies only to websites in the US.**

### FACT

While the US has one of the strongest legal frameworks around digital accessibility, an increasing number of countries, including Canada, Australia, and the UK, also legislate to protect the rights of users who have a disability.

### MYTH

**Digital accessibility applies only if you also have a brick-and-mortar store.**

### FACT

According to the ADA Title III, discrimination is prohibited in any "place of public accommodation", legal precedent has firmly established that websites are regarded as places of public accommodation, just as much as physical stores.

### MYTH

**Digital accessibility doesn't apply if you have 15 or fewer employees.**

### FACT

The reference to "place of public accommodation" in Title III of the ADA makes no special exemptions for small companies. Plaintiffs are claiming Title III violations in their digital accessibility lawsuits.