

Website Accessibility: A Primer

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Please Note:

- The following information is provided as a membership service for restaurant operators, and is not intended as legal or professional advice or counsel.
- Any local, state, or federal rules, regulations, or laws summarized are subject to change.
- The Illinois Restaurant Association strongly encourages readers to consult with their attorney or competent professional prior to taking action based on the following information.

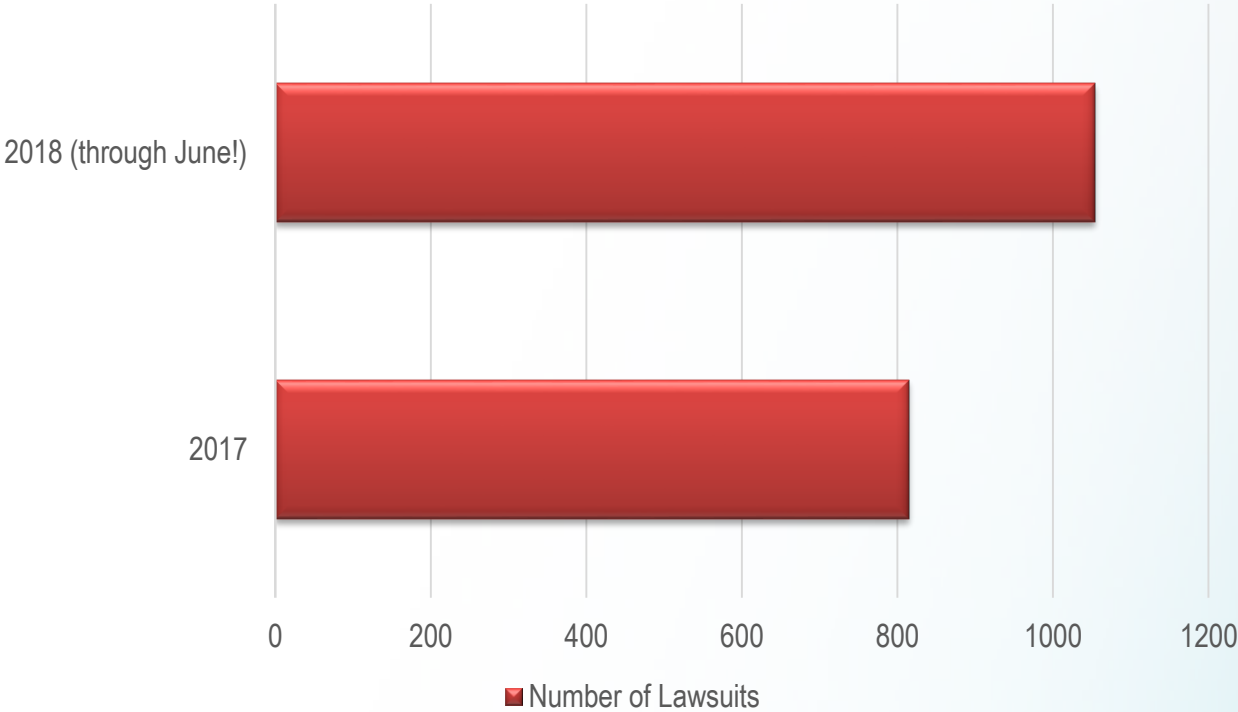
What is Website Accessibility?

- Website accessibility allows people with disabilities to use the Web
- Disabilities include:
 - Visual
 - Auditory
 - Physical/motor
 - Learning
- Assistive technology allows people with disabilities to better navigate the Web:
 - This includes screen readers, text to speech, mouse alternatives, screen magnifiers, touch screen, etc.

Americans with Disabilities Act (ADA)

"No individual shall be discriminated against on the basis of disability in the **full and equal enjoyment of** the goods, services, facilities, privileges, advantages, or accommodations of any **place of public accommodation**..." 42 U.S.C. § 12181 et seq.

Federal Website Accessibility Lawsuits



Restaurants Are Especially Vulnerable

- For example, are the following features inaccessible for people with disabilities?
 - Online ordering and food delivery features
 - Online reservations
 - Download coupons or purchase gift cards
 - Access store locator function

Web Content Accessibility Guidelines (WCAG)

- Set of guidelines meant to make content more accessible without being technology specific.
 - Add a text equivalent to every image
 - Post documents in text based format instead of just pdf
 - Allow users to manipulate color and font settings in their web browsers and operating systems
 - Include a “skip navigation” link at the top of webpages that allows people who use screen readers to ignore navigation links and skip directly to webpage content
 - Minimize blinking, flashing, or other distracting features

Recommendations

- Familiarize yourself with the WCAG
- Will website modifications improve accessibility for disabled customers?
- Prioritize areas used most by customers
- Use a website accessibility statement
- Consider a website audit by a web accessibility expert

Sample Statement

- **Contact [Restaurant Name] With Your Accessibility Questions and Feedback:**
- Please be aware that our efforts are ongoing. If, at any time, you have specific questions or concerns about the accessibility of any particular Web page on address.com, please contact us at accessibility@address.com. If you do encounter an accessibility issue, please be sure to specify the Web page in your email, and we will make all reasonable efforts to make all pages hosted by [Restaurant Name] accessible for you.

Questions?