



**Compliance**Sheriff  
By Cyxtera



# Does my site need an Accessibility Certification or Logo?

Ken Nakata & Jeff Singleton



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**KEN NAKATA**  
**Director of**  
**Accessibility Practices**

- 12 years as a Senior Trial Attorney with the U.S. Department of Justice
- Helped shape the government's policies for the Americans with Disabilities Act and Section 508 of the Rehabilitation Act
- Helps organizations manage the change towards accessibility in all aspects
- Crafts policies, develops stakeholder ownership, and forges awareness and commitment to the legal and business case supporting accessibility



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**JEFF SINGLETON**  
**Senior Accessibility**  
**Consultant**

- Over two decades of evaluating and supporting information and communication technology
- In depth knowledge of accessibility guidelines, standards and assistive technologies
- Lectures on accessibility topics at National and International Disability and Technology Conferences
- Developed and taught various training programs and courses focused on accessibility compliance

# Certification, Logo, Badge or Seal

## Common Question:

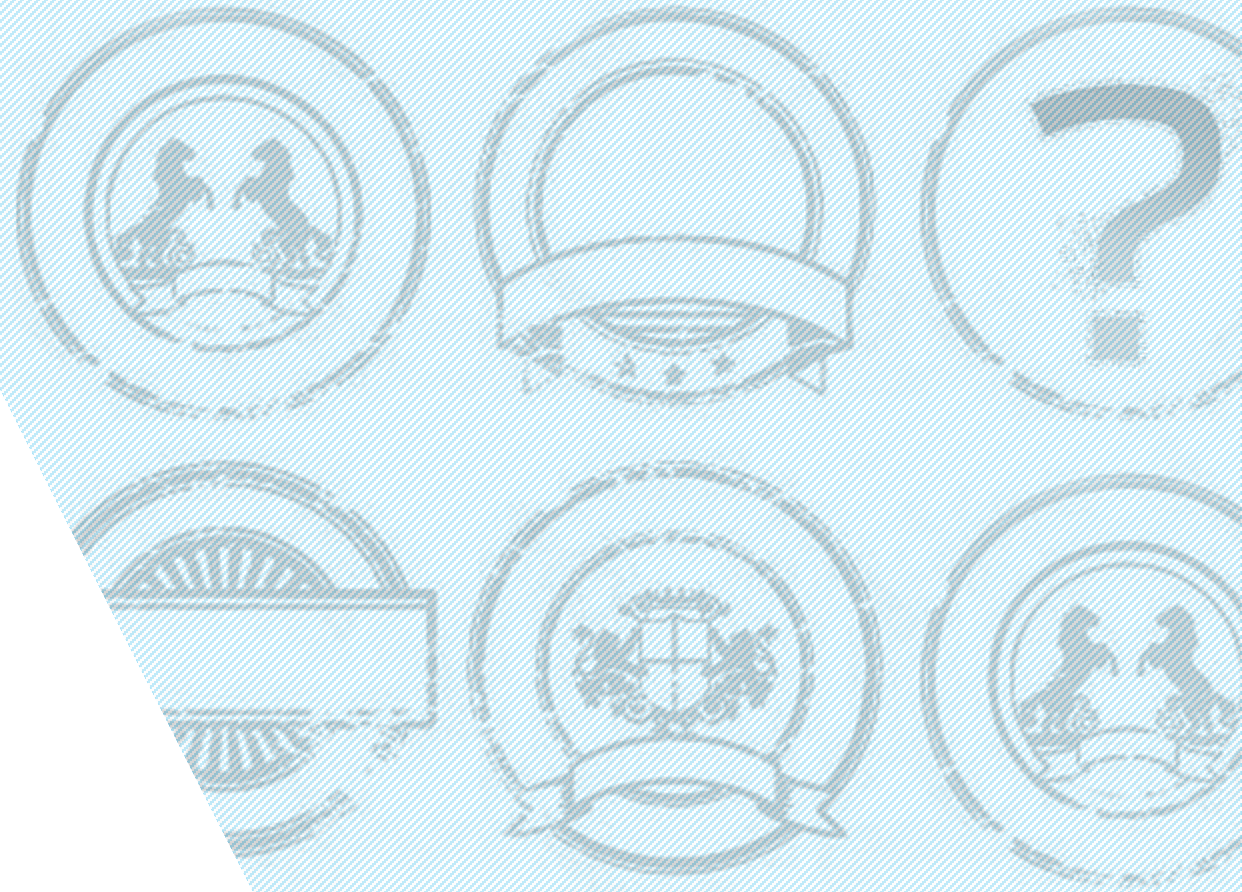
### Will I receive...

An Accessibility Certification?

An Accessibility Logo?

An Accessibility Badge?

An Accessibility Seal?



# Why Worry About Certifications and Logos?

**AVOID  
ACCESSIBILITY  
LEGAL COMPLAINTS**

**NEED TO 'SHOW'  
SOMETHING FOR EFFORT  
AND EXPENSE**

## **MARKETING NEEDS**

Federal Government

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Higher Ed

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Commercial

# Common Accessibility Certifications

- ✓ Certification Logo
- ✓ Certification Badge
- ✓ Certification Seal
- ✓ Statement of Accessibility
- ✓ Letter of Conformance

**WHAT IS THE VALUE?**

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**IS THERE A RISK?**

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**WHAT ARE MY BEST OPTIONS?**

# Goal: Separate Myth from Reality

MAKING AN  
INFORMED  
CHOICE

HOW BEST TO  
ACCESSIBILITY MAKE  
CLAIMS

REDUCING  
RISK



# Accessibility Conformance

## Web Content Accessibility Guidelines (WCAG Level A & Level AA)

“Conformance to a standard means that you meet or satisfy the 'requirements' of the standard. In WCAG 2.0 the 'requirements' are the Success Criteria. To conform to WCAG 2.0, you need to satisfy the Success Criteria, that is, there is no content which violates the Success Criteria.”

- 1 Conformance Level
- 2 Full Pages
- 3 Complete Process
- 4 Only Accessibility-Supported Ways of Using Technology
- 5 Non-Interference

# WCAG Conformance Logos

## Scope of Claim

“By default, a conformance icon refers to a single page. If the claim is meant to apply to include more than one page, the conformance icon must be accompanied by explicit scope information explaining which pages are covered by the claim.”

## Responsibility for Accuracy of Claims

“Content providers are solely responsible for the use of these logos.”



# Automated Scanning

**Can a site be certified accessible via an automated scan only?**

## **WCAG Conformance Logos page states,**

“Please note that use of this logo is not conditional on an automated test. There is as yet no tool that can perform a completely automatic assessment on the checkpoints in the guidelines, and fully automatic testing may remain difficult or impossible. It is also possible for automated accessibility checkers to register “false negatives” or “false positives” due to the type of mark-up on a page. For these reasons, the logos on this page are used to indicate only a claim of conformance made by the author of a page, not a machine-validated conformance. In spite of these issues with machine testing, it is an important component of ensuring that a site conforms to WCAG 2.0, as long as it is not the only component.”

# What Can We Do?!

**WCAG Conformance  
Claim**

**Voluntary Product  
Accessibility Template  
(VPAT)**

**Accessibility Statement**



# Accessibility Statement

## Define and Outline an Accessibility Policy

- Sets forth the organization's commitment
- Identifies plans for achieving and ensuring accessibility

## Identify Contact Information

- A telephone number or email address
- Information about response time
- Critical to follow through to achieve “effective communication” per ADA

## Provide a Feedback Mechanism

- Optional, but useful
- Online form or email contact
- Encourages feedback on accessibility and the organization

# Benefits of an Accessibility Statement

Post a link to your Accessibility Statement on your home page and every page where users can interact with your site.

## **BENEFITS OF AN ACCESSIBILITY STATEMENT**

Avoids liability

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Provides meaningful access to your goods and services even if your website isn't perfect

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Brings together stakeholders who are essential to a good accessibility program

# Goal: In Review

- **Making an Informed Choice**
- **How Best to Accessibility Make Claims**
- **Reducing Risk**





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**Come to our  
other session!**

**Website Liability Under U.S. Accessibility Laws**

Thur 4:20 to 5:20

Room: Windsor





**Q&A**



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## CONTACT US

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