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| **Accessibility Statement Template** | **Explanation & Legal Basis** |
| **Accessibility Statement for [MyService]**  *Last updated: [date]*   **Introduction**  [MyService] is committed to accessibility and inclusivity. We want all our customers, including people with disabilities, to be able to use our [website and apps] successfully.   This accessibility statement explains the accessibility features of [MyService], how we meet the requirements of the [European Accessibility Act - LOCAL], and what we are doing to maintain and improve accessibility. It covers the online [e-commerce platform]“[MyService]” ([website and apps]). [We have designed [MyService] to conform with the **WCAG 2.1 Level AA** guidelines and the **EN 301 549** European accessibility standard, which means our service should be accessible to a wide range of users.]  We regularly review this statement as we enhance our service. | Clearly introduces the legal context and demonstrates compliance intent (Article 13(2) EAA, Annex V). Reference to harmonized standards (EN 301 549, WCAG 2.1 AA) supports legal compliance under Annex V, Point 2. |
| **Service Overview**  [MyService][is an online store that allows users to browse and purchase household goods and groceries. Customers can search for products, read descriptions and reviews, add items to a shopping cart, and check out securely with various payment options. The service is available as a website and a mobile application. This description is provided to give context about what [MyService] is.]  [You may enhance this accessibility statement to your needs by opening up our accessibility widget and using it to customise the experience to your profile.]  [A note on accessible formats: You can obtain this description in alternative formats – such as large print, braille, or audio – upon request.)] | Annex V, Point 1(a) explicitly requires a general, accessible description of the service. Availability of multiple formats ensures compliance with EAA's broader accessibility aims and Article 13(2) oral/written format requirement. |
| **How to Use [MyService] (Accessibility & Operation)**  We strive to make [MyService] simple to use for everyone. Here’s an overview of how to navigate and operate our service:  [- **Navigation:** The website’s main menu at the top of each page lets you jump to product categories, deals, and your account. If using a keyboard or assistive device, you can navigate through links and buttons using the **Tab key**, and activate a selected item with **Enter**. A visible focus indicator will highlight the element you’re on. We also provide a “Skip to main content” link as the first item on each page, so keyboard users can skip repetitive headers.] [- **Search and Product Info:** A search bar is available at the top; type in keywords and suggestions will drop down. Results can be navigated via keyboard arrows. Each product page has the product title, image, price, and description. **All images have text descriptions** that screen readers will announce, so visually impaired users get the same information. If you prefer, you can use our “list view” which presents items in a text-only list format (toggle at top of product listings).] [- **Accounts and Checkout:** Creating an account involves filling a form with name, email, etc. Our forms have clear labels and instructions. If you miss a required field, an error message will appear in text and be announced to screen reader users, explaining what needs to be corrected. Checkout is broken into steps (Shipping → Payment → Review); you can navigate these via the “Next” and “Back” buttons (all keyboard-accessible). We do not set strict time limits on the forms; if you need more time, the session will not timeout unexpectedly.] [- **Accessibility Features:** We’ve included features to support different needs. The accessibility widget can be opened to adjust the site to several needs by tapping the icon visible on the site and then customising text size, line height, contrast and much more.]  If you need more explanation on using any part of [MyService], please see our [Help Center] for guides, or contact our support for personalized assistance. We aim to provide any additional description or explanation necessary for you to operate the service smoothly. | Annex V, Point 1(b) mandates descriptions and explanations necessary for users, particularly those with disabilities, to understand the operation of the service. Explicit references to accessibility features and navigation aids ensure clear practical compliance. |
| **Accessibility Compliance (How We Meet Requirements)**  We have assessed [MyService] against the [European Accessibility Act’s requirements (Annex I) - LOCAL] and ensured our service meets them:  **- Perceivable:** [We provide text alternatives for non-text content. All images, icons, and media have descriptive **alt text** or labels. Audio content is accompanied by transcripts. Information is never conveyed by color alone (for instance, required form fields are indicated with text and symbols, not just a color). We maintain a logical structure with headings and lists so that screen reader users can navigate effectively. Content is adaptable; you can customize text size and the interface remains usable. We use sufficient color contrast for text and important visuals, meeting the recommended contrast ratios (at least 4.5:1 for normal text). Any audio that plays (none plays automatically except brief sound cues) has controls to stop or adjust volume.] **- Operable:** [All functionality on [MyService] is available via **keyboard** (or keyboard-like assistive tech). This includes menus, links, forms, sliders, and interactive controls. Keyboard focus is highly visible. We’ve implemented skip links and ARIA landmarks to aid navigation by assistive tech. There are no keyboard traps (you can navigate into and out of all components freely). For any carousels or dynamic content, users can control the timing (pause, manual advance). We do not use any flashing or blinking content above the threshold that could trigger seizures. Also, standard shortcuts (like arrow keys in dropdown menus) are enabled without interfering with assistive technology.] **- Understandable:** [We write content in clear, simple language. Instructions and error messages are straightforward. For example, at checkout, if a payment fails, a message like “Payment was not successful, please check your card details or try a different method” is shown. The layout and navigation are consistent across the site – the same menu items appear in the same order everywhere. We support common conventions (e.g., a question mark icon always opens help for that field). If we use any unusual term or abbreviation, we provide an explanation (for instance, hovering over an acronym will show its full form). Our web pages have proper titles and focus order so users don’t get confused. The reading order of content is logical. In forms, we auto-detect and correct minor input errors (like formatting of phone numbers) when possible to help users.] **- Robust:** [We build our platform with modern HTML5 and ARIA techniques, ensuring that it works well with a range of browsers and assistive technologies. We test [MyService] with **screen readers** (such as NVDA and JAWS on Windows, VoiceOver on Mac and iOS) to confirm that all interactive elements are announced correctly and can be operated. We also test with screen magnification and high contrast modes. The site is coded to avoid known bugs or conflicts with assistive tech. We aim for compatibility with current versions of major assistive tools. Our code follows the best practices outlined in WCAG and EN 301 549 for robust implementation, meaning it should remain accessible even as technology evolves.]  *Standards:* [Based on the above, we conform to **WCAG 2.1 Level AA** for web content and apply **EN 301 549** criteria to ensure accessibility. Meeting these standards creates a presumption of conformity with the EAA’s requirement.] [We have conducted an internal audit to verify compliance, and we continue to test and improve (see Section 5 below).] [We have conducted an external audit to verify compliance with Accessiway, and we continue to test and improve (see Section 5 below).] | Annex V, Point 1(c) requires explicitly describing compliance with relevant EAA Annex I accessibility requirements.   Adherence to harmonized standards (EN 301 549 and WCAG 2.1 AA) satisfies the "presumption of conformity" principle established in EU law (Annex V, Point 2). |
| **Ongoing Monitoring and Maintenance**  Accessibility is not a one-time effort for us – it’s an ongoing process. Here’s how we ensure [MyService] stays accessible over time:  [- We have an **Accessibility Team** (including an accessibility coordinator) that oversees accessibility for [MyService]. This team reviews any new features or significant changes for potential accessibility impacts *before* release.] [- Our developers and content creators receive regular **training in accessible design** (for example, training on ARIA techniques, color contrast, writing descriptive link text). We keep everyone up-to-date on accessibility best practice. [- We use **automated testing tools** integrated into our development process to catch common accessibility issues (like missing alt text or form labeling) early. Every code update runs through these checks. [- **Regular Audits:** We perform comprehensive accessibility audits at least twice a year. This includes manual testing by experts using assistive technologies.][We have contracted Accessiway to do yearly audits with us.][We also occasionally engage external auditors to get an objective assessment. Findings from all audits are documented, and we fix any issues identified as soon as possible.] [- **User Feedback:** We actively encourage users to report problems (see Contact section). When we receive an accessibility-related complaint or question, it is logged in our tracking system and reviewed by the Accessibility Team. We treat these with priority – often releasing minor fixes in our next update cycle specifically to address user-reported issues.] [- **Staying Current:** We monitor updates to standards and regulations. For instance, if WCAG 2.2 or 3.0 is introduced, we plan to evaluate against those criteria. Similarly, we are aware of evolving assistive technology patterns and consider those in our design updates.] [- Our goal is continuous improvement. Accessibility considerations are embedded into our product roadmap. We also periodically run user testing sessions with people with disabilities to get real-world feedback on our service’s usability.]  Through these measures, we ensure that [MyService] not only **meets accessibility requirements now**, but will continue to do so as it grows. We keep documentation of all these processes and can provide more details on request. | Annex V, Point 3 explicitly mandates demonstrating ongoing processes ensuring continued compliance. Clearly detailing operational accessibility management processes (audits, training, issue management) aligns with this legal requirement. |
| **Known Limitations and Alternatives** *(if applicable)*  We are not aware of major areas of [MyService] that are inaccessible. All key features have been built to meet the required standards. There are a few minor limitations: [**PDF invoices:** When you complete a purchase, you can download an order invoice as a PDF. Some of these PDFs from earlier orders were not fully tagged for accessibility. We are in the process of ensuring all downloadable documents are accessible. In the meantime, if you encounter an inaccessible PDF, you can request an HTML or text version by contacting support, and we will provide it promptly.] [**Third-Party Content:** Our site includes some third-party content (such as an embedded product review widget from an external provider). While we strive to choose accessible solutions, there may be aspects of third-party widgets outside our direct control. We have reported an issue regarding keyboard focus visibility in the review widget to the provider and are awaiting an update. If this poses a problem, you can use our alternate plain-text reviews list available on request.]  We will update this statement as these issues are resolved. We are committed to achieving full accessibility in every aspect, and our team is actively working on any remaining gaps. | Although not directly mandated by Annex V, transparency about known limitations is consistent with best practices established by the Web Accessibility Directive (EU Directive 2016/2102) and demonstrates proactive compliance management.  This section is where you can disclose any parts of the service that are not fully accessible, with reasons and alternatives. Currently, [MyService] aims to be fully compliant, but we include this template section as an example. |
| **Disproportionate Burden Claim** *(if applicable)*  [MyService] [is designed to meet all applicable requirements. We are **not claiming any exemption or disproportionate burden**for complying with the accessibility requirements.] *(If in the future we face a situation where a particular new requirement would impose a disproportionate burden, we will conduct the assessment as per Annex VI criteria and update this statement accordingly, including the justification and what alternatives we provide.)* | This section should be used only if you claim a specific exception under Article 14 of the EAA for any requirement that is not met due to disproportionate burden. In this example, we assume no such claim, so we would omit this section. If needed, you can document here which requirement cannot be met, why (costs, etc.), and any timelines to review that decision. |
| **Feedback and Contact Information**  We value the input of our users, especially if something isn’t working for you. If you have any difficulty accessing any part of [MyService], discover an accessibility issue, or have suggestions for improvement, please let us know.  [**Email:** [accessibility@mysite.com](mailto:accessibility@mysite.com)] [**Phone (toll-free):** *+49-800-12-34* (available Mon–Fri, 9:00–17:00). Our support team can read this statement to you over the phone or assist with using the service.] [**Postal Mail:** Accessibility Team, [MyService] Corp, 123 Market St, 1000 City, Country.]  When you contact us, please provide as much detail as possible about the issue (what page or feature, what happened, and what assistive technology you are using, if any). We will acknowledge your feedback [within 2 business days and do our best to resolve the issue quickly (typically within 10 business days or inform you of progress).]  **Enforcement:** In the event you feel we have not addressed your accessibility concerns adequately, you have the right to escalate your complaint. The [Name of Country] - LOCAL] Accessibility Authority is responsible for enforcing accessibility requirements. You can contact them via [link] or phone [number]. We sincerely hope to resolve any issue together with you before it reaches that stage, but this avenue is available. | Although not explicitly mandated by Annex V, providing clear feedback channels directly supports the practical implementation of Article 13(2) EAA, which requires accessibility information to be available orally and in writing. Aligning this with existing EU norms (EU Directive 2016/2102) strengthens user empowerment and compliance accountability.  In addition, Member States will have enforcement authorities for the EAA; informing users how to escalate unresolved issues is a good transparency measure. |
| **Document History:** This Accessibility Statement was first published on [date]. It was last reviewed and updated on [date]. We plan to review it at least [annually], or whenever significant changes to the service occur. | Regular reviews are essential to maintaining compliance as explicitly required under Annex V, Point 3. Documenting the statement's history transparently demonstrates proactive and continuous compliance management. |