



The deadline to improve your  
website's accessibility was  
June 28th, 2025.



The new directive aims to make products and services more **accessible** to people with **disabilities**, setting new requirements for websites.



1.3 BN



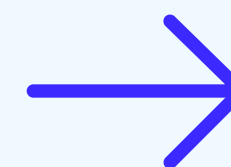
People worldwide live with disabilities. That's 16% of the global population. This market represents a \$1.9 trillion annual opportunity.

How does it work?



# Offer a seamless user experience

Instead of showing gaps or malfunctioning elements, it displays a clear notice, offering users a chance to reconsider their choices.



## Accessibility Adjustments

↻ Reset Settings

🗨 Statement

🔕 Hide Interface

## Color Adjustments



Dark Contrast



Light Contrast



High Contrast

## Content Adjustments



Content Scaling



Default



Adjust Font Sizing



Default



Adjust Line Height



Default



Adjust Letter Spacing

# The benefits of website accessibility



Improved SEO

73.4% of websites that improved accessibility also saw increased organic traffic.

Increased conversions

\$1.9 trillion is spent annually by people with disabilities worldwide. Tap into this valuable market.

Brand boosting

Make your brand more inclusive and open to everyone.

# Common misconceptions about the Accessibility Act



It only affects public websites.



**No!** The Accessibility Act **also applies to many private digital services**, including e-commerce, apps and electronic devices.

Only large companies need to comply.

**Wrong!** Even SMEs, if they exceed the turnover limits, **must comply**.

It does not apply to my case, so it is not beneficial.

**Not necessarily.** Improving accessibility **broadens your audience** and can result in **new business opportunities**.

# How do you improve a website's accessibility?



We're here to help!



We've integrated iubenda's **Accessibility Widget** into our **services**. It's simple: just one line of code that instantly enhances your website's accessibility.

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If your website handles more complex scenarios, additional adjustments may be needed.



# Do you need to comply with the European Accessibility Act?

As a **Bronze partner** of iubenda, we help you improve your website's accessibility with a dedicated and easy-to-implement tool.



Start making your website  
more accessible now.

Book a free consultation, and together,  
we'll determine what you need!