

The Ultimate

EAA Compliance Checklist

Is Your Business Ready?



The Ultimate EAA Compliance Checklist: Is Your Business Ready?



The European Accessibility Act (EAA) outlines **accessibility requirements for digital products and services offered in the EU**. It aims to ensure equal access for people with disabilities across key areas like websites, mobile apps, eCommerce, banking, and more.



With over **101 million people in the EU living with some form of disability**, being EAA-compliant is not just about avoiding legal penalties or fines — it's about reaching a wider audience and serving your customers better.

This checklist is designed to help you understand what's expected and assess how prepared you are. Whether you're at the beginning of your accessibility journey or finalizing compliance, these steps will point you in the right direction.



What Is the EAA?

The European Accessibility Act is a directive designed to **improve accessibility for people with disabilities across the EU**. It establishes common standards for digital and physical products and services, ensuring they are usable by all, regardless of ability. The EAA promotes inclusion by removing barriers in areas like websites, mobile apps, and public services.

Who Does the EAA Apply To?

The EAA applies to businesses and organizations that offer digital products and services in the EU, including:

- ✓ eCommerce websites and applications
- ✓ Banking and financial services
- ✓ Telecommunication providers
- ✓ E-book and media platforms
- ✓ Ticketing and transportation services
- ✓ Self-service kiosks and ATMs

IMPORTANT

This applies to both EU-based companies and non-EU businesses selling to EU customers.

What's the Deadline?

The deadline for compliance with the European Accessibility Act is June 28, 2025.

By this date, all relevant digital services and products must meet the accessibility standards outlined in the act. Businesses that fail to comply risk facing penalties and legal challenges.

DEADLINE

June 28
2025



Businesses offering digital services or products in the EU



Microenterprises (under 10 employees and €2 million turnover)

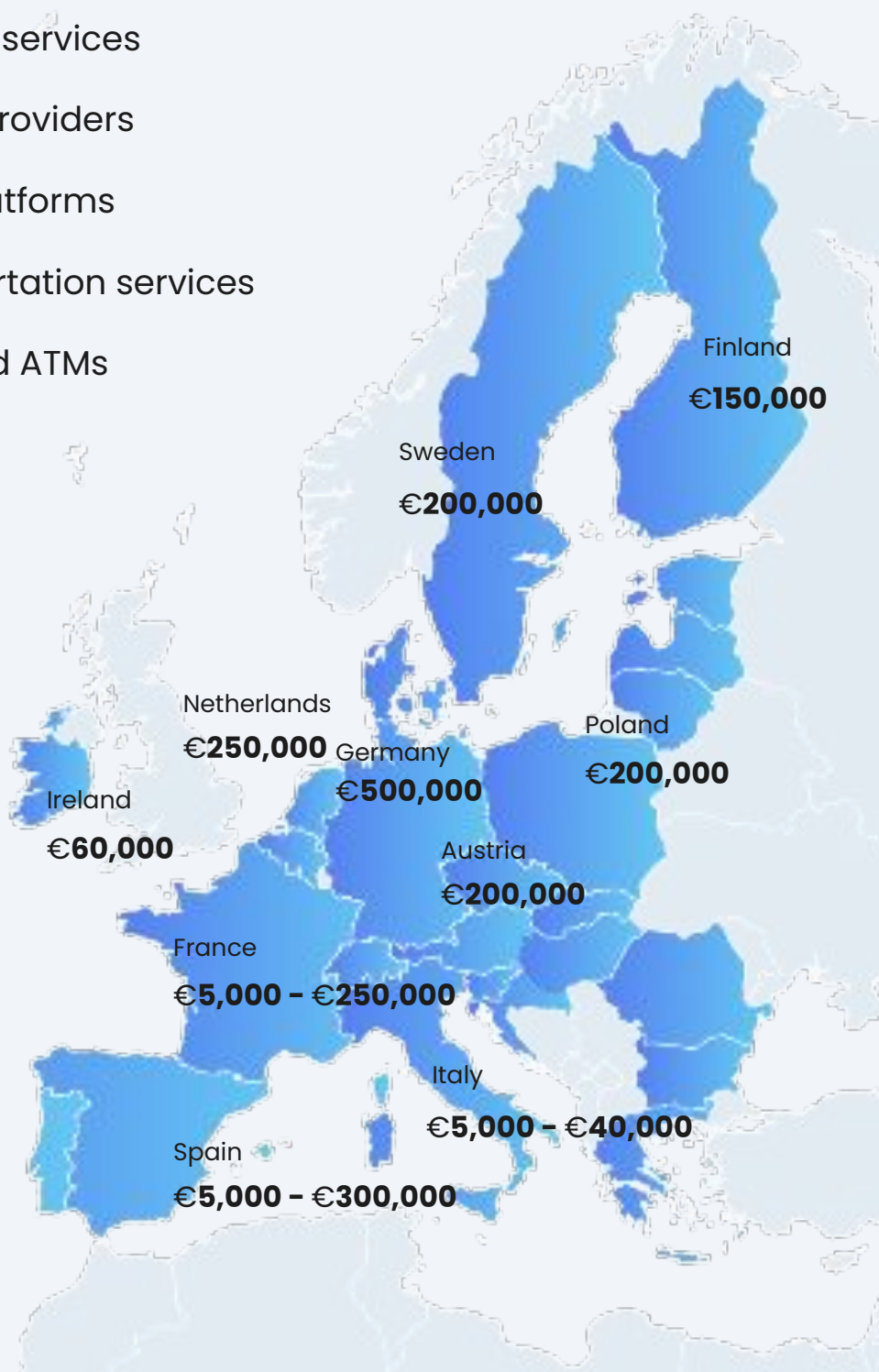
Consequences of Non-Compliance

Non-compliance with the European Accessibility Act can lead to a range of penalties and risks, depending on the country and severity of the violation. These can include financial fines, legal enforcement, and reputational damage.

- ⚠️ eCommerce websites and applications
- ⚠️ Banking and financial services
- ⚠️ Telecommunication providers
- ⚠️ E-book and media platforms
- ⚠️ Ticketing and transportation services
- ⚠️ Self-service kiosks and ATMs

IMPORTANT

Enforcement and fines are handled at the national level, so thresholds and procedures may vary, but the obligation to comply is EU-wide.



Key EAA Requirements



To comply with the European Accessibility Act, businesses must ensure that their digital products and services meet specific accessibility standards. Most of the applicable requirements align with WCAG 2.1 AA and EN 301 549, the standards typically used as a benchmark for compliance. The main requirements include:

Provide perceivable content.

Ensure all information is presented in ways users can perceive (text alternatives for images, readable text, accessible multimedia).

Enable operability.

Interfaces must be navigable via keyboard and assistive technologies without time-based restrictions or traps.

Ensure understandability.

Content and interface behavior must be clear, consistent, and easy to follow.

Support compatibility.

Products and services must work with commonly used assistive technologies like screen readers.

Offer accessible customer support.

Include alternative contact methods, such as email or live chat, for users who can't use voice services.

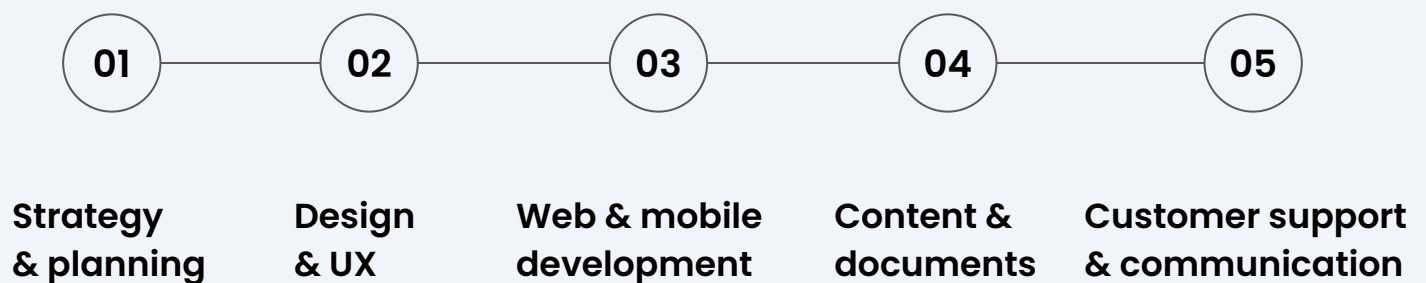
Ensure accessible documentation and user instructions.

All user guides, help pages, and support materials must be accessible.

EAA Compliance Checklist



Ready to become EAA-compliant? Use this checklist to evaluate whether your digital products and services meet the core accessibility requirements under the European Accessibility Act. It covers key areas from planning and design to development, testing, and ongoing maintenance.



Strategy & planning

- ☐ Appoint a person or team responsible for accessibility
- ☐ Identify all digital products and services that fall under the EAA
- ☐ Assess current accessibility status
- ☐ Allocate budget and resources for compliance
- ☐ Set a realistic timeline for implementation
- ☐ Stay up to date on country-specific enforcement details

Design & UX

- ☐ Use clear, readable fonts and sufficient color contrast
- ☐ Ensure consistent navigation and layout
- ☐ Avoid relying solely on color to convey information
- ☐ Provide accessible forms and input fields
- ☐ Design for keyboard and screen reader users

Web & mobile development

- ☐ Follow WCAG 2.1 AA guidelines
- ☐ Ensure compatibility with assistive technologies
- ☐ Add meaningful alt text for images
- ☐ Use proper HTML tags for structure (headings, lists, labels)
- ☐ Provide captions and transcripts for multimedia content
- ☐ Avoid inaccessible elements (like CAPTCHA without alternatives)
- ☐ Ensure mobile apps are accessible via native screen readers

Content & documents

- ☐ Write clear, simple, and concise content
- ☐ Use descriptive links (“Download report” instead of “Click here”)
- ☐ Ensure PDFs and other downloadable files are accessible
- ☐ Provide accessible error messages and feedback

Customer support & communication

- ☐ Offer multiple contact methods (email, chat, relay service)
- ☐ Ensure support tools (chatbots, help centers) are accessible
- ☐ Make automated phone systems navigable for users with disabilities
- ☐ Provide accessible onboarding and help documentation

Testing & validation

- ☐ Conduct accessibility audits using automated and manual tools
- ☐ Involve users with disabilities in usability testing
- ☐ Validate compliance with WCAG 2.1 AA and EN 301 549
- ☐ Fix identified issues and retest
- ☐ Keep records of all testing and improvements

Maintenance & governance

- ☐ Train staff on accessibility best practices
- ☐ Integrate accessibility checks into development workflows
- ☐ Monitor compliance regularly
- ☐ Update content and features with accessibility in mind
- ☐ Respond promptly to accessibility-related feedback or complaints

Frequently Asked Questions



01

Is the EAA mandatory for all businesses?

No. The EAA applies to businesses that provide digital products or services in the EU, but small microenterprises may be exempt unless they work on public sector contracts.

02

Does the EAA apply to non-EU companies?

Yes. If you offer digital services or products to EU customers, you must comply, regardless of where your business is based.

03

What accessibility standard should we follow?

WCAG 2.1 AA is the most widely accepted standard and aligns closely with EAA requirements, alongside EN 301 549.

04

What happens if we don't comply?

Consequences include financial penalties (with fines varying by country), legal enforcement, exclusion from tenders, and reputational damage.

05

How can we check if we're compliant?

Start with an accessibility audit, identify gaps, and fix issues. Regular testing, involving users with disabilities, is essential for maintaining compliance.

Struggling With EAA Compliance? We've Got You Covered

Navigating EAA compliance can be complex, especially with the deadline swiftly approaching. The good news is that you don't have to do it alone. Our team specializes in accessibility testing and UX reviews that align with EAA, WCAG, and EN 301 549 standards.

Whether you need a full audit, support with design reworks, or ongoing accessibility monitoring, we're here to help you build inclusive digital experiences and avoid costly compliance issues.

**Contact us today
to get started.**

Contact us

