

A guide for e-commerce leaders

The European Accessibility Act

EAA 2025

Does your business sell to customers
located in EU countries?
Then this guide is for you.

Disclaimer

This guide is provided for informational purposes only and should not be considered legal advice. Please consult with a legal professional before taking any action.

Introduction

Welcome, and thanks for downloading our report for e-commerce leaders.

I'm Mike Adams OBE, and I am the founder of EnableAll. Our mission is to create an inclusive and accessible online environment by enabling people like me, who live with a disability, to access a website, personalise it to our specific needs, and enjoy a fantastic customer journey.



Inaccessible design sends an unspoken message that someone's custom isn't valued

For many people, the ability to shop, book services, or access essential information online is something they take for granted. But for someone who encounters a website they can't navigate, the experience can be more than inconvenient; it can be upsetting, frustrating, and alienating. Inaccessible design sends an unspoken message that someone's custom isn't valued, and often drives them straight into the arms of a competitor. This isn't just a missed moral responsibility; it's a missed commercial opportunity. Retailers who fail to address accessibility are turning away customers, revenue, and loyalty they could otherwise be earning.

The European Accessibility Act (EAA) became applicable across the EU in June 2025

and aligns with EnableAll's mission and marks an important step towards building a fairer, more inclusive digital economy. While we recognise that additional legislation can be a burden for businesses, by making sure your retail website is accessible to 87 million disabled potential customers across the EU (plus the many more who value inclusive brands), you'll outperform your competitors, build consumer trust, and turn compliance into a competitive advantage.

As a leader in e-commerce, we want to help you fix accessibility at the source code level, automatically, and without compromise, so you can focus on growth while serving every customer with dignity and ease.

This guide will help you navigate the EAA with confidence. It breaks down the requirements in plain language, shows what's at stake, and highlights how your brand can move from risk to readiness, and from readiness to real impact.

Mike Adams OBE
Founder. EnableAll

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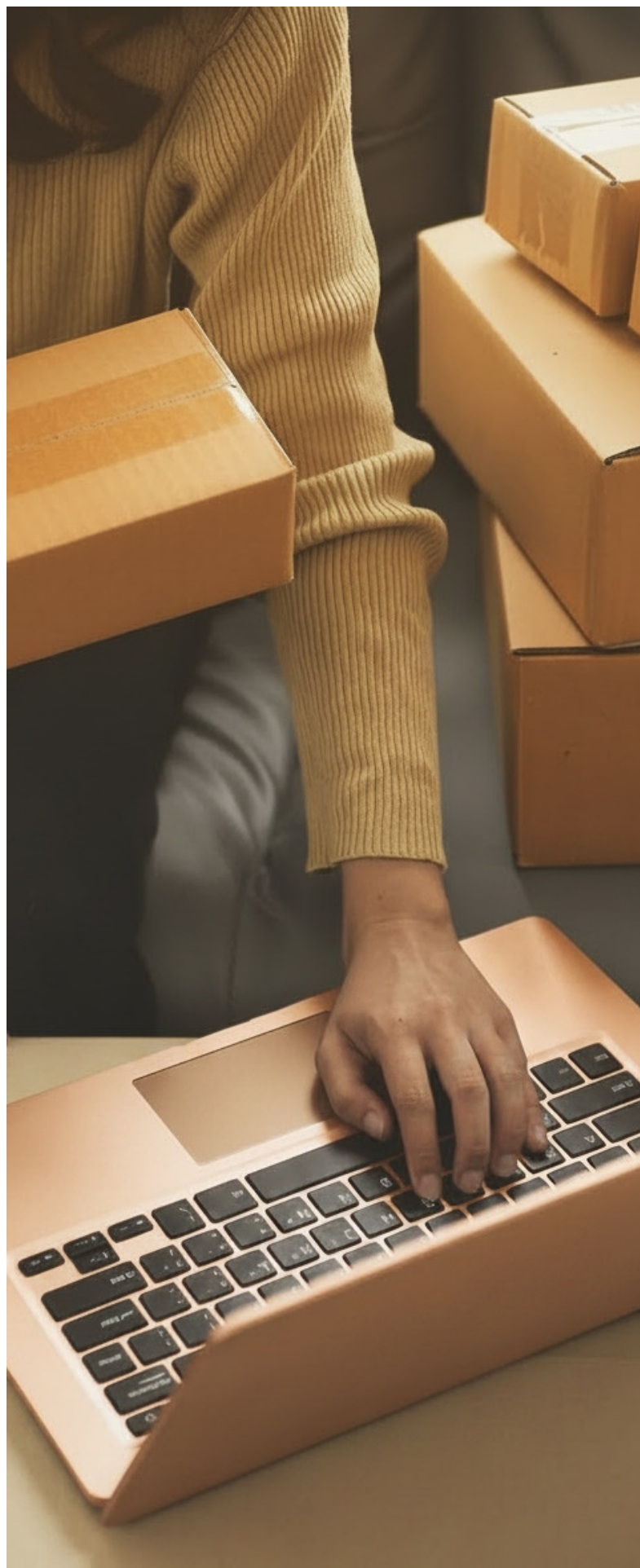
Section 01

Why we're here

Does your business sell to customers located in EU countries? If so, this guide is for you.

Does your business sell to customers located in EU countries? If so, this guide is for you. We'll introduce you to the EAA, which came into force on June 28, 2025, and help your e-commerce business develop a compliant accessibility solution that'll attract and convert more customers and enhance brand loyalty as a result.

Only businesses offering services that employ fewer than 10 employees and have less than €2 million in revenue (approximately £1.7 million) or have assets equaling less than €2 million (approximately £1.7 million), are currently exempt from the EAA as they qualify as a microenterprise. Everyone else, including all businesses that sell products, needs a compliance strategy in place today. And if you're a microenterprise with ambitions of growth? Read on because being informed beats being unprepared every time.



02

Section 02

Introducing the European Accessibility Act

Any new legislation can seem daunting, especially if you're unaware of what you need to do or the potential consequences of inaction. But don't worry; we'll break it down together.

After reading this guide, you'll have the knowledge and confidence to ask the right questions of your legal counsel and start preparing your online retail business for this new legislation.

So, what is the EAA, and why all the fuss?

The EAA is a directive from the European Union that sets out accessibility requirements for certain products and services (particularly in transport, banking, and e-commerce) to ensure they are usable by people with disabilities.

You don't have to live in an EU member state for this new legislation to apply.

It has a strong focus on digital accessibility and aims to make EU Member States more inclusive, thereby improving online access for the estimated 87 million disabled people in the EU.

The first thing you need to know, however, is that you don't have to live in an EU member state for this new legislation to apply.

If your online retail business sells to customers within the European Union, your website, mobile app, plus any digital service essential for e-commerce must be compliant. Certain product-related requirements may also apply in Northern Ireland due to its post-Brexit ties with the EU's single market.

It may already sound complicated (we'll do our best to explain the nuts and bolts in plain English), but remember, it is no more complicated than legislation already in place in other countries.

In the UK, for instance, disability is one of nine 'protected characteristics' listed in the [2010 Equality Act](#), which makes it unlawful for any business to discriminate against disabled people. This includes a duty to make reasonable adjustments which, in the context of online services, typically requires organisations to take steps to ensure that websites and apps are accessible for disabled users online.

In the US, there is the [Americans with Disabilities Act](#) (ADA), offering protection from discrimination. If your retail business sells to customers in either America or the UK, you should already be compliant with UK law or the ADA. In that case, you have already taken significant steps towards complying with the EAA.

One of these compliance steps is keeping up with the latest version (2.2) of the [Web Content Accessibility Guidelines](#) (WCAG). WCAG is a global standard, developed by the World Wide Web Consortium (W3C), so it applies to both the ADA in the US, the UK Equality Act, and now, the EAA.



We'll explain WCAG in more detail later, but for now, it's helpful to start by knowing that the standard is organised into four guiding principles (POUR):

Perceivable

Information should be presented in ways that all users can access, such as providing alternative text for images.

Operable

Interfaces should be easy to navigate when using a variety of devices and assistive technologies.

Understandable

Content should be clear and predictable.

Robust

Websites and digital tools should work with a wide range of assistive technologies.

Does the EAA apply to me?

✓ Yes, if you:

- ✓ Sell or provide in-scope products or services (such as e-commerce, banking/fintech, telecom, transport or streaming media) to customers living in the EU.
- ✓ Place in-scope products on the market in Northern Ireland, where certain EU product rules continue to apply post-Brexit.

✗ No, if you:

- ✗ Qualify as a microenterprise by employing fewer than 10 people and having an annual turnover or balance sheet not exceeding €2 million – but this exemption applies only to services, not products.



Let's cut to the chase: When must you comply?

We mentioned earlier that the EAA came into force on 28 June 2025.

If you don't qualify as a microenterprise, you may be wondering whether you are already in breach of the x or if you still have time to make accessibility improvements.

The good news is that for existing or 'legacy' products and services in use before the June 2025 deadline, the EAA includes transitional provisions:

- **Products used to provide services** that were placed on the EU market before 28 June 2025 may continue to be made available until 28 June 2030.

- **Service contracts entered into before** 28 June 2025 may continue unchanged until they expire, but in any event no later than 28 June 2030.

However, **if you're planning a website redesign**, launching a new in-scope product or service to the EU market, you must now meet EAA standards, as the law is fully enforceable.

In other words, any new Shopify store, mobile app update, payment terminal, or digital platform developed or substantially modified after 28 June 2025 must comply with EAA accessibility standards. This also includes e-readers and e-books, as well as electronic communication services and any service related to online payments.

A word of warning:

This five-year transition period was never meant as a grace period for procrastination. Should a disabled customer challenge you or file a case against you, you may need to demonstrate that you have allocated funds for necessary upgrades, assessed your existing offer, or even begun re-engineering outdated digital infrastructure.

When should I take action?



New products and services:

Any in-scope product or service introduced to the market on or after 28 June 2025 must comply with the EAA's accessibility requirements from the date of introduction.



Existing products:

For products already on the market before 28 June 2025, companies have until 28 June 2030 to make them fully compliant.



Existing services:

Service contracts entered into before 28 June 2025 may continue unchanged until they expire, but in any event no later than 28 June 2030.

Let's take a moment to pause here and examine the idea of accessibility and its significance for your business. Later, we'll explore EAA compliance in more detail and examine some lessons from the equivalent American legislation, the ADA.



03

Section 03

Why accessibility matters for your business

When we think of accessibility, we picture products, services, environments, and experiences that can be easily navigated, used, understood, and enjoyed by people with any visible or invisible disability.

For a disabled shopper, a physical, accessible retail environment should have wheelchair ramps and accessible toilets.

Online, the same retail space should offer product audio descriptions for the blind or partially sighted, and allow someone with dyslexia to adjust the spacing between words on a screen or increase the font size.

Accessibility: The growth opportunity you can't afford to ignore

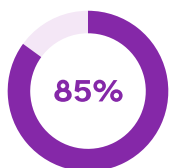
You see, accessibility is about removing barriers to participation in both the physical and online worlds. It means designing your website, checkout, and digital content to be accessible to everyone, regardless of their ability, ensuring an equal online shopping experience for all.

Accessibility: The growth opportunity you can't afford to ignore.

It matters because:

- **An estimated 1.3 billion people, about 15% of the global population, currently live with a disability** such as mobility issues, sight or hearing impairments, or cognitive impairments and neurodiversity challenges. In the EU, it's around [87 million people](#).
- **The World Health Organisation (WHO) states that disabilities are on the rise**, partly due to population ageing and an increase in the prevalence of non-communicable (non-contagious) diseases.
- **One in four people in the UK lives with a disability**, and for most, it's something they acquire later in life.
- **One in five of us is neurodivergent.** Common types of neurodivergence include: Autism Spectrum Disorder (ASD), Attention-Deficit/Hyperactivity Disorder (ADHD), Dyslexia, Dyspraxia (Developmental Coordination Disorder), and Dyscalculia.

Did you know



Forbes reports that about [85% of the UK population shops online](#), and in June 2023, the [value of online retail sales](#) exceeded £2.22 billion.

£274bn

The Purple Pound – that’s the spending power of disabled households – is worth [£274 billion per year](#). That’s a market no business can afford to ignore.



A survey examining the online shopping experience of disabled people found that in 2016, more than four million people abandoned a retail website due to the barriers they encountered, taking with them an estimated spend of £11.75 billion. By 2019, this lost business, known as the '[Click-Away Pound](#)', had grown to £17.1 billion.



71% of disabled shoppers abandon inaccessible websites immediately. That’s a huge chunk of potential revenue lost at the first hurdle.



76% of consumers deliberately avoid brands they perceive as non-inclusive, impacting not only sales but also long-term reputation.

20–30%



higher conversion

82%



prefer accessible

30%



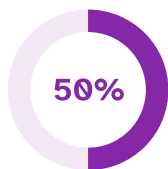
greater loyalty

In contrast, accessible websites achieve 20–30% higher conversion rates, 82% of disabled users prefer them, and inclusive brands enjoy 30% greater customer loyalty.

1.6x 2.6x

higher revenue greater net income

Companies leading in accessibility experience 1.6 times higher revenue and 2.6 times greater net income than their peers.



Search engines reward accessible sites with up to 50% more organic traffic, thanks to cleaner code and a better user experience.



Trust

stronger ESG scores

Accessibility investments also enhance ESG scores, drawing more trust from investors and customers alike.

Instead of seeing EAA compliance as a challenge, view it as a valuable opportunity for your business. It offers a way to innovate, expand your audience, and enhance your brand reputation. This isn't just about ticking a legal box. Getting accessibility right helps you reach more people, grow your brand, and do the right thing.

Three ways accessibility will improve your business

Expand your market

Making your digital products accessible means reaching new and larger audiences, including individuals who depend on assistive technologies such as screen readers, keyboard navigation, or voice commands.

Yet, it's not just individuals with disabilities who will benefit. Features such as responsive layouts, video captions, and high-contrast text also improve the user experience for everyone.



Enhance your brand reputation

Consumers are increasingly drawn to socially responsible retailers, so enhancing accessibility can significantly boost your brand reputation by demonstrating stronger ESG values. It makes excellent business sense, wouldn't you agree?



Boost sales

An accessible website will benefit your bottom line with:

- **More customers:**

Many accessibility practices, such as providing descriptive alt text, align closely with Search Engine Optimisation (SEO) best practices, helping your website to rank higher in search results and increase traffic.

- **Reduced bounce rates:**

An accessible website allows users to navigate and interact with your content effortlessly. That results in increased user engagement and lower bounce rates.

- **Increased conversions:**

When users can easily navigate your site, they are more likely to complete calls to action, such as adding products to a basket or subscribing to a newsletter.



Section 04

The EAA and what it means for you

Now that you understand the business case for accessibility, let's return to the EAA and explore how it's being implemented and what might happen if you take no action.

Here's a reminder of the key requirements:

The EAA requires certain products and services to be designed to be accessible for people with disabilities.



Websites and mobile apps forming part of in-scope services (such as e-commerce, banking, transport services) must meet recognised accessibility standards, typically by aligning with the [Web Content Accessibility Guidelines](#) (WCAG).



E-commerce platforms must ensure that browsing, navigation, checkout and payment processes are accessible and user-friendly.



E-books and e-readers must support assistive technologies, such as screen readers.



Banking services, public transport, and telecommunications must be accessible.



Self-service terminals (e.g., ATMs, ticket machines) must be accessible and user-friendly.



How is the EAA being rolled out and enforced?

Each EU Member State is responsible for implementing and enforcing the EAA through national laws and regulations.

The EAA is a directive, which means it doesn't apply automatically across the EU.

Instead, each of the 27 EU Member States must transpose the EAA into their national legal systems. This means that while the core requirements are harmonised across Europe, the specific legal mechanisms, penalties, and enforcement agencies may vary from country to country.

Example:

Germany's implementation of the EAA is part of the **Barrierefreiheitsstärkungsgesetz** (Accessibility Strengthening Act). In the Republic of Ireland, the EAA has been implemented through the European Union (Accessibility Requirements of Products and Services) Regulations 2023, which operate alongside existing disability legislation, including the Disability Act.

Regulatory bodies oversee compliance.

Each EU country has designated one or more national market surveillance authorities to oversee compliance with the EAA.

These regulators:



Set up enforcement procedures (e.g., inspections, complaint responses).



Issue penalties for non-compliance (ranging from warnings to fines, product/service bans, or legal action).



Provide guidance and support to help businesses meet their obligations.

The European Commission monitors and reports on progress.

At the EU level, the European Commission acts as the central coordinator.

This monitoring helps ensure consistent application across the EU, so your business isn't faced with wildly different rules in different countries.

Its responsibilities include:



Monitoring how Member States implement and enforce the EAA.



Requiring Member States to submit regular reports on implementation and compliance.



Publishing EU-wide progress reports every five years (the first report is due in June 2028).



Reviewing and updating accessibility standards as technologies evolve and ensuring the EAA stays relevant (e.g., by aligning with future versions of the WCAG, such as 3.0).



If you're thinking, "I don't need another legislation headache!"

What are the risks of doing nothing?

Yes, you could delay action for a while, but why would you? Owning an e-commerce platform that's not fully accessible is already costing you customers and potentially damaging your brand's reputation.

Disabled people, along with their families and friends, are less likely to shop with you and more likely to share their negative experiences on social media.

But you still want to know what the legal ramifications are of doing nothing, right?

Remember

Each EU Member State is responsible for implementing and enforcing the EAA through national laws and regulations.

Therefore, penalties for non-compliance will differ between countries.

Ok, here's how it works (the worrying part):

Aside from the actual fine that could be imposed, the time, cost, and management resources required to respond to investigations, remediate issues, and defend against complaints or claims, potentially across multiple jurisdictions, can quickly add up.

For example, in the Republic of Ireland, breaches of the national Regulations implementing the EAA may result in administrative fines of up to €60,000. In limited and serious cases, additional sanctions may be available under national law, including criminal penalties – they might even imprison you, the company owner, for up to six or 18 months. Other EU countries will respond differently.

And don't forget we have the Equality Act already here in the UK, which provides another impetus to improve your website accessibility.

Penalties for non-compliance from 5 other EU countries

Austria

Administrative fines of up to **€80K**, product withdrawal, or an order to cease the non-compliant service.

Belgium

Authorities are empowered to impose fines of up to **€200K**.

Italy

Fines can range from **€5K** to **€40K**, depending on the breach.

Germany

Violations may incur fines of up to **€100K**.

Netherlands

Depending on the sector and the competent authority, fines may range from fixed monetary amounts (for example, up to **€90K** imposed by the Dutch Media Authority) to higher penalties imposed by the Authority for Consumers and Markets, which in some cases may be calculated by reference to turnover (up to **€900K** or, where a company's annual turnover exceeds that amount, between **1%** and **10%** of its annual turnover).

Top tip

Penalties for non-compliance differ between EU countries. The applicable maximum fines may vary depending on the type of infringement and whether the breach is repeated or of a serious nature. Use website analytics to identify where your customers are located, then research the penalties or potential prison sentences that those countries could impose if you breach the law.

Don't forget about ADA compliance

Since we're discussing compliance, if your e-commerce website markets to US consumers (using US dollars and offering US-specific promotions), allows them to purchase your goods and services (shipping to US addresses), you also need to consider ADA compliance.

This matters because:

- **The number of ADA web accessibility** lawsuits in the US has surged, topping 4,000 cases annually.
- **ADA lawsuits can still be filed in US** courts, even if your company is headquartered elsewhere.
- **Many ADA lawsuits target small to mid-sized** e-commerce brands, including non-US businesses with significant US sales.

Don't worry, though—aligning with WCAG 2.2 helps you comply with both the ADA and EAA. It's the quickest way to reduce legal risks while making your website accessible to millions of customers with disabilities across the US, the European Union, and Northern Ireland.



05

Section 05

What we can learn from US litigation examples

The best way to understand the potential risks of non-compliance with the EAA is to observe what is occurring in another part of the world. So, let's examine America to see what happens to businesses that do not comply with the ADA.

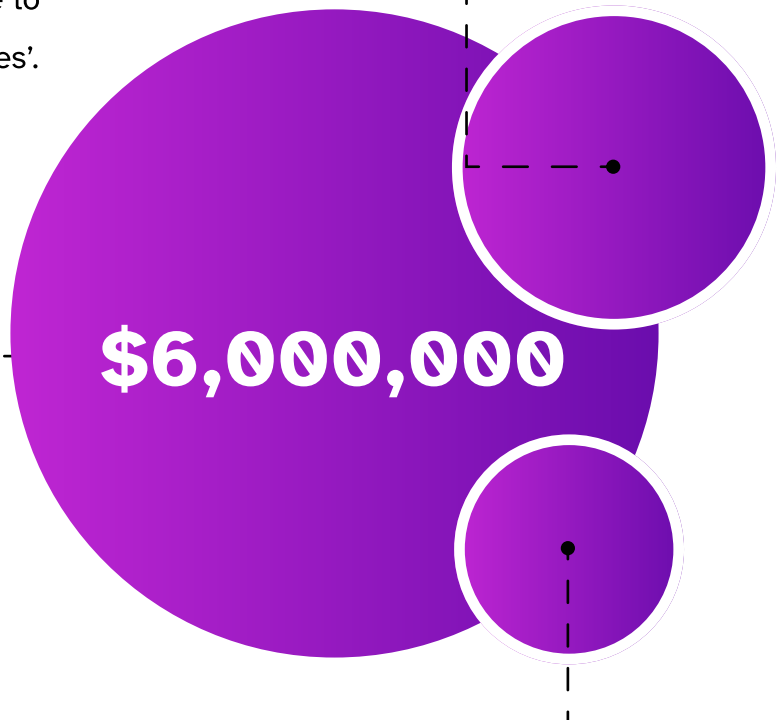
[UsableNet Research](#) tracks all federal court filings of ADA digital accessibility lawsuits. They also monitor state court filings in New York and California.

In 2023, American plaintiffs lodged 3,086 lawsuits in federal courts and 1,519 in state courts, totalling 4,605 accessibility-related cases.

Here are three noteworthy cases and their outcomes:

- **National Federation of the Blind vs. Target Corporation:**
‘Website inaccessible to people with disabilities’.
Fined US \$6 million

- **National Association of the Deaf vs. Harvard:** ‘Failure to provide captioning for online courses’. **Fined US \$1.5 million**



\$6,000,000

- **National Association of the Deaf vs. Netflix:** – ‘No closed captions’.
Fined US \$755K

What can you learn from US compliance trends?

Upon examining UsableNet's research in greater detail, three key trends emerge that we think you should take note of (if it's happening in the US, you can be sure it'll happen in Europe too).

①

You fight one lawsuit, you're a target for another

In 2023, 25% of accessibility-related lawsuits in the US were repeat filings against companies already involved in an ADA-related case. Often, the initial claim was about the website, and the second focused on a mobile app.

②

E-commerce leads the rankings.

Service contracts entered into before 28 June 2025 may continue unchanged until they expire, but in any event no later than 28 June 2030.

③

The smaller the business, the greater the risk

Larger businesses in the US have invested in accessibility measures as a result of litigation. Consequently, plaintiffs now focus on how smaller businesses implement accessibility.

If it's happening in the US, you can be sure it'll happen in Europe too

How are European websites doing?

The [Digital Trust Index 2025](#) assessed the State of Digital Accessibility in Europe, and unfortunately, after viewing 26,000 website homepages, the results are disappointing.

93% fail standards



93% of European websites fail to meet accessibility standards.

The five most common failures were:

-  **Colour contrast**
-  **Image alt text**
-  **Page language**
-  **Link and button labels**
-  **Distinguishable links**

These common issues pose significant challenges for users with disabilities. The good news, however, is that they are simple to fix at the code level.

Alarming, isn't it?

Don't worry, we're about to show you how to improve and what to do to ensure compliance. Greater compliance leads to better business growth, so it's a win-win.

First, however, we should discuss WCAG. We introduced it earlier by stating that the EAA requires digital retail services offered to customers in the EU to meet recognised accessibility standards, typically by aligning with the current version of the [Web Content Accessibility Guidelines](#) (WCAG 2.2) .

So, what is WCAG?

Who updates the guidelines?

And how does it all work?

06

Section 06

Understanding WCAG and conformance

WCAG is developed by the World Wide Web Consortium (W3C), which establishes international standards for the Web, including HTML, CSS, and other related technologies.

Different versions of the guidelines

What are the risks of doing nothing?

The W3C regularly updates the WCAG as digital accessibility continues to develop with advancing technology and more sophisticated design practices.

Therefore, multiple versions have been released, namely 1.0, 2.0, 2.1, and 2.2.

WCAG 2.2 is the latest version of the WCAG (published in 2024), with WCAG 2.1 and 2.0 still also widely used.

WCAG 3.0 is currently in draft form, but is coming soon!

Top tip

Newer versions of the WCAG are not meant to supersede earlier ones; however, using the most recent version ensures optimal accessibility for your website.

Want to learn more?

[Download EnableAll's WCAG checklist](#)



Three levels of conformance

Besides the various versions of the WCAG, there are also three levels of conformance to consider, namely A, AA, and AAA.

A

The minimum level of conformance.

Requirements include:

- Keyboard-only content access.
- Clearly labelled form fields with instructions so users know what information is required.
- Content compatibility with assistive technologies.

AA

The mid-range conformance level that represents strong accessibility.

Requirements include:

- The text and background must have the correct colour contrast (a minimum of 4.5:1).
- Content organisation must have a clear heading structure and follow a logical order (e.g., H1, H2, H3).
- Navigation elements must be consistent throughout every webpage.

AAA

The highest level of conformance

Requirements include:

- A minimum contrast ratio of 7:1 for text and backgrounds.
- Sign language translation for pre-recorded video content.
- Enhanced audio descriptions for pre-recorded video content.



Section 07

How to ensure compliance

This is the section you've been waiting for, where we provide you with tips and advice on getting your digital house in order.

7 planning tips for complying with the EAA

01

Research [EN 301 549](#)

Check out the European standard for accessibility. It's called [EN 301 549](#), and incorporates WCAG 2.1 AA, with additions for biometrics, browser settings, authoring tools, and digital documents.

It is currently being updated to align with WCAG 2.2 AA. In short, [EN 301 549](#) is the 'how' in 'how to ensure compliance' as it outlines technical requirements (colour contrast, keyboard accessibility, captions, etc.) to comply with the EAA.

02

Understand how compliant (or not) you are now

Use a free tool like [WAVE by WebAIM](#) to conduct an audit. WAVE is a suite of evaluation tools that help authors make their web content more accessible to individuals with disabilities.

WAVE can detect many accessibility and WCAG errors, but it also supports human assessment of web content.

Another free tool to check your site for WCAG compliance is the Accessibility Checker at:

<https://www.accessibilitychecker.org>.

03

Invest in a manual audit

Alternatively, hire an agency or consultant to audit your website. This will provide your development team with a list of accessibility issues to resolve.

Andrea Kennedy, Head of Accessibility at Purple, says: ““Don't assume that they will be expensive. They often are, especially for SMBs, but getting a quote can help you assess your needs”.

Once your audit is complete, if you lack the in-house capacity to implement the recommended changes, consider hiring a web developer.

04

Experiment with AI

AI can help by automating specific tasks and providing tools that support compliance with accessibility requirements.

Specifically, AI can be leveraged for tasks like generating text alternatives for images, creating subtitles for videos, and translating content into multiple languages.

05

Use an automatic code-fix accessibility app

The EnableAll app is a highly effective, affordable way to support your EAA compliance journey. Our AI-powered engine automatically fixes key accessibility issues at the code level, helping to bring your site closer to WCAG 2.2 AA and AAA compliance with minimal developer time.

For standard Shopify themes, no coding is typically required. For custom themes, minor adjustments may be required to get you set up, but far fewer than those needed for manual remediation or traditional approaches.

Our front-end toolbar empowers visitors to tailor their experience, whether by turning off flashing visuals, improving focus, simplifying content, or translating text into plain language.

06

Make accessibility an ongoing priority

Accessibility is an ongoing process. Regularly test your platforms, collect user feedback, and make continuous improvements. Incorporate accessibility into your workflows and development cycles. Conduct regular audits and iterate accordingly.

07

Publish an accessibility statement

Create an accessibility statement that explains how you meet legal standards and value inclusivity (the EnableAll product has one within our platform).

We need to talk about overlays.

As you continue to research, you'll likely come across other solutions which are often known as accessibility **"overlay"** tools. These typically scan your site and inject heavy scripts to simulate fixes, surfacing issues like missing alt text or poor contrast, **but not repairing the underlying code**. It means compliance gaps remain, assistive technologies may still struggle, and site performance often suffers.

You may remain exposed to legal risk and, more importantly, may still prevent disabled people from using your site

In other words, using an overlay may give the impression of EAA compliance, but it does not, in itself, ensure compliance. You may remain exposed to legal risk and, more importantly, may still prevent disabled people from using your site and spending money with you.

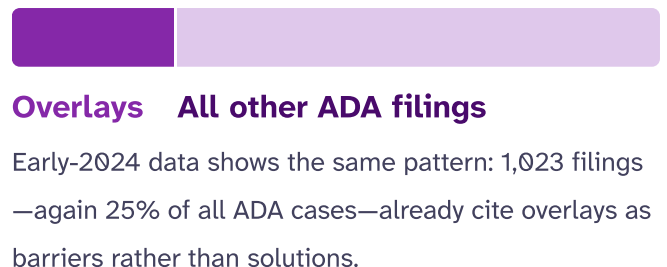
EnableAll adopts a deeper, more future-proof approach, resolving issues at their code-level root for enhanced accessibility, improved assistive technology support, and no impact on site speed.

Some businesses choose to pair EnableAll with periodic reviews as part of best practice. We're here to support both—simply, effectively, and with confidence.

4,605 lawsuits



1,023 filings



700+ expert signatures

700+ accessibility experts have signed the Overlay Fact Sheet, stating that “no overlay can make a website fully compliant or eliminate legal exposure.” (overlayfactsheet.com).



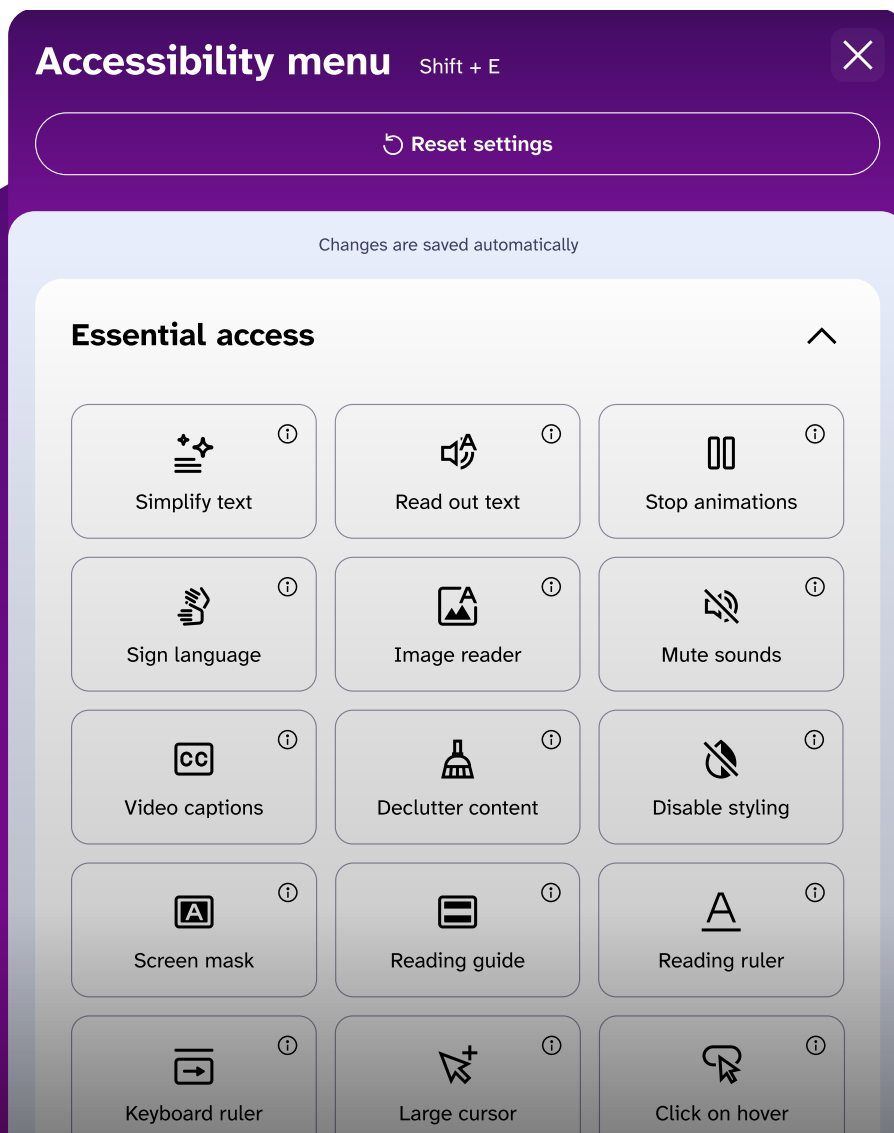
A smarter accessibility solution

Accessibility issues are automatically fixed at the code level, boosting compliance, saving developer time, and improving site speed.

Greater compliance and future readiness through enhanced WCAG 2.2 and 3.0 features.

Our AI is tailored to e-commerce to drive bigger baskets and higher conversion rates.

Created by disabled people in conjunction with accessibility and e-commerce experts to build loyalty and enhance your reputation by helping every visitor to feel they belong.





Section 08

About us: EnableAll's story so far

Created by Mike Adams OBE, founder of the Purple Tuesday movement, EnableAll combines lived experience with extensive e-commerce knowledge to deliver smarter accessibility solutions. It started when we developed the world's first fully accessible online marketplace, opening the web to everyone and turning compliance into growth.

We believe that accessibility shouldn't be an add-on; it should be the default. This is why our technology surpasses AA standards, striving for AAA without compromising performance or design.

Accessibility isn't just a moral obligation or a legal requirement; it's a significant growth opportunity.

Many e-commerce brands inadvertently overlook disabled customers, often out of fear of seeming exploitative.

EnableAll is a movement that aims to help businesses serve this audience with integrity, transforming inclusion into a competitive advantage, and we're only just getting started.

<https://apps.shopify.com/enableall>

www.enableall.com



**Reduce risk.
Win customers.
Improve SEO.**

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Open your website to everyone and turn compliance into growth.