deque

EAA compliant?

The European Accessibility Act (EAA) is now the law.

If you're selling digital products or services within or into the EU, your business must meet EAA requirements.

What you need to know about the EAA

- Enforceable across all **27 EU member states** as of **June 28, 2025**.
- Affects any organization selling digital products or services within or into the EU.
- All support services, including help desks, customer support, training materials, and complaint procedures need to be accessible.
- Information about the service needs to be readily available, including how it operates and functions and its accessibility features.

- The presumed compliance standard for the EAA is the harmonized standard EN 301 549. Many member states have requirements beyond WCAG conformance. For long-term compliance, consider also testing for WCAG 2.2 AA.
- Your accessibility program needs to be sustainable going forward.

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Compliance is essential for

1. All enterprises within any of the 27 EU member states.
2. All global enterprises selling products or services into the EU.
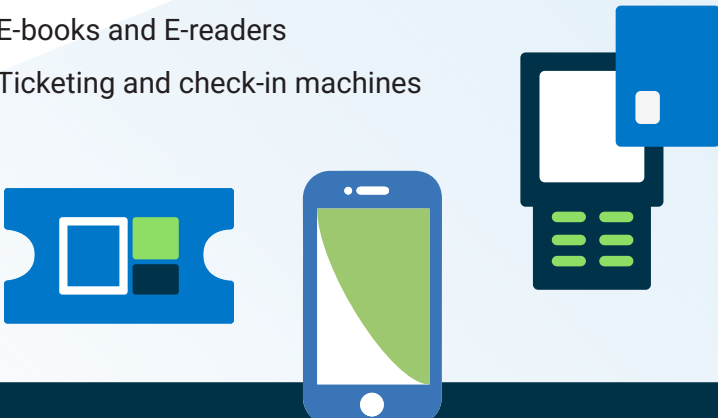
What does the EAA cover?

Some examples of affected services and products:

Services

- E-commerce
- Banking services
- Phone services
- Websites and mobile application services
- Electronic tickets
- E-book providers
- Access to audio-visual media services
- European emergency calls (112)

Products

- Computers and operating systems
- Smartphones and other communication devices
- TV equipment related to digital television services
- ATMs and payment terminals
- E-books and E-readers
- Ticketing and check-in machines

5 steps to achieve compliance

1 Conduct comprehensive accessibility audits and prepare to remediate.

2 Supply role-based training to all relevant teams.

3 Embed accessibility tools in your design, development, and testing practices.

4 Partner with accessibility experts.

5 Maintain production, monitor remediation progress, and iterate to improve your accessibility program and processes.

To prove conformance on new content published after June 28, 2025, you will need an ongoing effort of educating, equipping, and enabling your staff.

Some examples of e-commerce services that must be accessible

- Purchasing goods
- Banking through website or mobile app
- Buying public transport or airline tickets
- Booking event tickets
- Signing utility contracts
- Offering e-books through a marketplace

- Enrolling in courses
- Reserving accommodations
- Making dining reservations
- Ordering car service
- Bidding on auction sites

Steps you should be taking now

To ensure your organization achieves and maintains EAA compliance and has a self-sufficient and sustainable program, you must:

1. Understand the current state of accessibility within your services and products.
2. Develop a strategic plan to ensure you are meeting the EAA requirements.
3. Educate and equip all product contributors.
4. Proactively develop accessible code for all new products and features.
5. Build your strategic plan to remediate the rest of your service or product.

Need help?

[Contact us today!](https://www.deque.com/company/contact/) Our experts are here to help you navigate EAA complexities and build your EAA compliance roadmap.
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Deque is the digital accessibility leader helping organizations become and stay accessible with the world's best tools, services, and training.
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