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EAA compliance checklist

Take these 11 steps to start getting your business compliant with the European Accessibility Act.

The European Accessibility Act is a world-changing piece of legislation with immediate and long-term implications for all organizations doing business in the EU, regardless of location.

The initial June 2025 deadline is about creating accessible new content in the future—anything created after the first deadline must be compliant from the start. By 2030, businesses will also need to have remediated all digital assets that were in existence before the 2025 deadline.

Failure to comply with the EAA can result in severe fines and penalties, public disclosure, brand backlash, loss of competitiveness, and more.

To meet EAA compliance requirements, your business needs to build, maintain, and scale a sustainable digital accessibility program.

With a digital accessibility program in place, your organization will be able to:

- Produce digital products and services that comply with EAA requirements.

- Create and store evidence of product and service compliance.

- Accept and respond to feedback about the accessibility of products and services.

- Respond in a timely manner to inquiry about the accessibility of products and services.

- Remediate products and services as appropriate.

Remember!

The EAA isn't just about compliance. It's about creating a culture of inclusion that benefits all people, including those with disabilities, and drives long-term growth for your business, increasing customer loyalty and expanding your market share.

Developing your plan for EAA compliance

There is no one singular way to "do accessibility." While the standards are well established, the best way to meet them will always be unique to each team. To develop the ideal EAA compliance plan for your business, you can contact Deque.

> "Deque was a game-changer for us. We quickly saw significant progress in our digital accessibility efforts, thanks to the clear, actionable plan tailored to our needs. It not only aligned our teams but also eliminated the usual roadblocks, keeping everyone focused on achieving our accessibility goals." —Felipe Gusmão, Global Brand Websites, Global Marketing Team, Nestlé Business Services Lisbon

When it comes to the EAA, time is of the essence, and we want to get your organization where it needs to be. This checklist covers specific steps you can take to make sure your EAA compliance plan is on track.

Learn more, take action, and get compliant!

11 steps your business can take to help ensure EAA compliance

Taking these steps can help your business get clarity, provide direction, build internal capacity, and set the stage for long-term EAA compliance.

☐ 1. Determine how and to what extent your business is subject to the European Accessibility Act (EAA)

Does your business have digital content, and is any of that digital content consumer-facing? Are you larger than a microenterprise? Do you sell products or services to any or all of the 27 countries in the European Union (EU)? If you answered yes to those questions, then the EAA applies to your business.

Learn more:
The European Accessibility Act (EAA)

Act now:
Schedule a free strategic consultation

☐ 2. Assess how the EAA could impact your products and services

The EAA has specific requirements for different types and categories of products and services. Understanding how your company's offerings map to these requirements is crucial for ensuring ongoing compliance.

Learn more:
How the European Accessibility Act (EAA) will impact product accessibility

How the European Accessibility Act (EAA) will impact the way services are provided

Act now:
Schedule a free strategic consultation

☐ **3. Get relevant, country-specific details**

The EAA is a directive. Each country will enact and enforce its own regulations to ensure alignment. For any EU country where you're doing business, you'll need information about their national regulations, potential fines, and market surveillance authorities.

Learn more: An interactive EAA Q&A session with industry experts (webinar)

Act now:
The European Accessibility Act (EAA): Country-by-country compliance data

☐ **4. Determine the potential size of your risk**

Failing to comply with the EAA has many risks. It could mean fines as high as €500,000 and even jail time. And remember, each country can separately fine you for digital inaccessibility—you could be paying fines per country! Your business also risks damaging public disclosure, brand backlash, and lost market share.

Learn more: When it comes to EAA compliance, to delay is to pay

Act now: The European Accessibility Act (EAA): Country-by-country compliance data

☐ **5. Perform an audit of your digital properties**

Take stock of where your digital properties stand regarding accessibility and EAA compliance. Gathering initial high-level data will help you spot easy wins and inform your short and long-term compliance strategies.

Learn more: Accessibility audits and compliance testing services

Act now: Request an audit

☐ **6. Conduct an organizational assessment**

Digital accessibility is never just one person's job. From designers, developers, and data specialists to content producers, marketers, and UX writers, everyone has a role to play. Understanding talent options and talent gaps will help inform your strategy.

Learn more: Services

Recommended resource:
Strategic consulting

☐ **7. Equip your teams with specialized accessibility training**

To meet EAA requirements, you need specialized tools tailored to the unique needs of different roles. Role-specific training is critical to the success of a scalable digital accessibility program.

Learn more: Deque University

Act now: Get training for your teams

☐ **8. Equip your teams with the right accessibility tools**

You can use automated tools to quickly identify accessibility issues and get insights into the current status of your digital products. When you find gaps, follow up with testing and remediation tools to address those deficiencies. When choosing tools, be wary of any that seem to offer a "one size fits all" approach— remember, the EU commission does not endorse overlays or widgets!

Learn more: Axe accessibility testing tools

Act now: Request a demo

☐ **9. Embrace a unified accessibility standard**

Selecting the right standard gives your organization a clear, measurable framework for policy and planning, ensures consistency, and helps you achieve compliance. EN 301 549 is robust, widely used, and should meet even the strictest EAA reading. For long-term compliance, consider also testing for WCAG 2.2 AA.

Recommended resource:
EN 301 549: European standard for digital accessibility

Act now:
Schedule a free strategic consultation

☐ **10. Develop a data retention plan**

The EAA requires you to have information, make it available, and retain it for as long as your service operates. You need to consider what applicable data you'll need to retain, how you'll retain it, and who from your organization should own this process.

Recommended resource:
Prepare your business for the European Accessibility Act (EAA)

Act now:
Schedule a free strategic consultation

☐ **11. Write your organization's accessibility policy and public commitment**

Your policy is your organization's accessibility manifesto. It will outline your commitment to making your digital properties accessible to everyone. Your accessibility policy should document goals, responsibilities, budget and resource expectations, and procedures. Your accessibility statement should be a living document available to all users and should include should include a feedback mechanism for gathering any concerns or complaints.

Learn more: VPAT

Act now:
Schedule a free strategic consultation

Start today!

Determining what EAA compliance means for your business can be complicated. Meeting with Deque's expert strategic consultants is the ideal way to develop a tailored roadmap for getting and staying compliant for the long term. Schedule time now.

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