



Making sense of the post-deadline EAA landscape

25th September 2025

Housekeeping / Reminders

- Recording of the session will be emailed shortly after today's webinar.
- Live captions through Zoom or link posted in chat.
- Use the Q&A feature in Zoom to ask questions of the panel. Use the chat feature to chat with other attendees.
- If there are questions that we cannot get to, we will email responses. We encourage you to make your name clear with your question.
- If you have an EAA-related topic that you'd like the next webinar to cover, drop your ideas into Q&A as well.
- We will have a poll shortly. You will be provided a pop-up window. If you close it accidentally you will find a control at the bottom of your screen to return to it. We will let the poll run for approximately 20–minutes.

Meet the presenters

Guest Speaker



Otto Sleeking

Attorney Technology & Data
Protection
Taylor Wessing



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SVP & Chief Architect
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Agenda

- Polling
- Setting the stage – The backstory
- EAA Reporting
- Conformance & Non-conformance
- Poll Results
- Questions & Answers

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Polling

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Set the stage - Backstory

France - Disability Groups' Action

- Disability groups have served the four largest French grocers for non-conformance to EAA.
 - associations for the visually impaired and blind, ApiDV and Droit Pluriel, accompanied by the legal collective Intérêt à Agir
 - [press release:](https://droitpluriel.fr/mise-en-demeure-des-entreprises-auchan-carrefour-e-leclerc-et-picard-surgeles-de-se-conformer-a-leur-obligation-daccessibilite-numerique-pour-leurs-services-de-courses-en-ligne/)
<https://droitpluriel.fr/mise-en-demeure-des-entreprises-auchan-carrefour-e-leclerc-et-picard-surgeles-de-se-conformer-a-leur-obligation-daccessibilite-numerique-pour-leurs-services-de-courses-en-ligne/>
- They stated that the grocers have until 1st of Sept to remediate, or they will take them to court.
- The disability groups also had an active PR campaign to ensure media and social media picked up the story.
- This is an example of the changes EAA brings: it is assumed that organizations (by definition) meet a class therefore class status does not need to be found before action can be taken; orgs can report to Monitoring bodies or seek relief in the courts on behalf of their members.

NL Defines Non-Conformance Reporting

The Netherlands Authority for Consumers and Markets (ACM) oversees the accessibility of e-commerce services and electronic communication services.

- Non-Conformance reporting starts 15 Oct '25 on a specific form

... more details later in today's session!



EAA Reporting

Conformance and Non-conformance

EAA - Reporting obligations

Article 13.2

- Service providers shall prepare the necessary information in accordance with Annex V and **shall explain how the services meet the applicable accessibility requirements**. The information shall be made available to the public in written and oral format, including in a manner which is accessible to persons with disabilities. Service providers shall keep that information for as long as the service is in operation.

Article 13.4

- In the case of non-conformity, service providers shall take the corrective measures necessary to bring the service into conformity with the applicable accessibility requirements. Furthermore, **where the service is not compliant with applicable accessibility requirements, service providers shall immediately inform the competent national authorities** of the Member States in which the service is provided, to that effect, giving details, in particular, of the non-compliance and of any corrective measures taken.

Article 13.5

- Service providers shall, **further to a reasoned request from a competent authority, provide it with all information necessary to demonstrate the conformity** of the service with the applicable accessibility requirements. They shall cooperate with that authority, at the request of that authority, on any action taken to bring the service into compliance with those requirements.

NL - Conformance Reporting

Article 13.2

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Annex V

- The service provider shall include the information assessing how the service meets the accessibility requirements referred to in Article 4 **in the general terms and conditions, or equivalent document**. The information shall describe the applicable requirements and cover, as far as relevant for the assessment the design and the operation of the service.

ACM:

You must **post a statement on your website and app** explaining how your service complies with accessibility rules. This statement must be easy for consumers to find and accessible. In it, you explain how your service works and how it works with assistive devices. You also explain how you comply with the accessibility rules.

You must also provide this statement verbally. For example, via an audio clip with the text read aloud.

NL - Non-Conformance Reporting (1)

The Netherlands Authority for Consumers and Markets (ACM) oversees the accessibility of e-commerce services and electronic communication services.

- Prior to the Effective Date of the EAA (28 June 2025), the ACM introduced Non-Conformance reporting on EAA compliance
- The obligation is aimed at service providers (electro-communication services and e-commerce services)
- These service providers need to submit a form ultimately on 15 October 2025

NL - Non-Conformance Reporting (2)

What needs to be reported?

- Where the accessibility issues are present (website or app)
- A description of the accessibility issues
- What the most serious bug is, using four levels of severity:
 - Critical: a critical issue makes it impossible for a user with a disability to use the service
 - Serious: a serious issue makes it partially impossible for a user with a disability to use the service
 - Moderate: a moderate issue makes it difficult for the user to use the service, but it is not (partially) impossible
 - Minor: a minor issue can be easily be bypassed by users, allowing them to still use the service
- An estimate of how many consumers are affected by the accessibility issues and whether the accessibility issues can be resolved (yes / no / use disproportionate burden or fundamental alteration exception)
- Which measures are to be implemented to resolve the issues and when
- Action plan with steps needed to comply with EAA

NL - Non-Conformance Reporting (3)

By when do service providers need to report?

- These service providers need to submit a form prior to 15 October 2025
- After the Effective Date of the EAA, the ACM further supplemented its accessibility webpage and now provides timelines for when companies should submit notifications, based on the severity level of the issue:
 - Critical and serious issues must be reported within one week of detection
 - Notification is not required if the issue is resolved within that week
 - Moderate and minor issues must be reported within one month of detection
 - Notification is not required if the issue is resolved within that month
- Some companies have received letters informing them of the deadline
 - Don't wait to get a letter before taking action
 - Don't assume that if you don't get a letter, it does not apply to you

Monitoring Bodies

How they will hope submission data will help



How can you use these “stories”?

Practical advice on how you can use data

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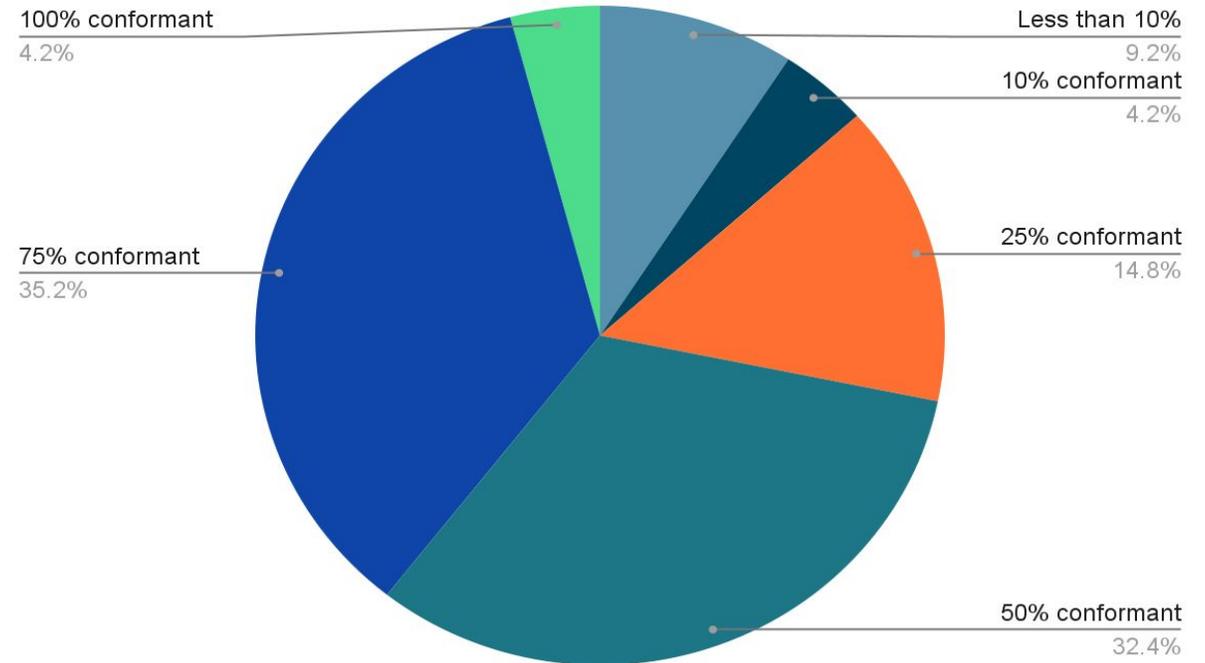
Polling Results

What did you share

How conformant would you say your company is to the EAA Directive?

Where We Stand

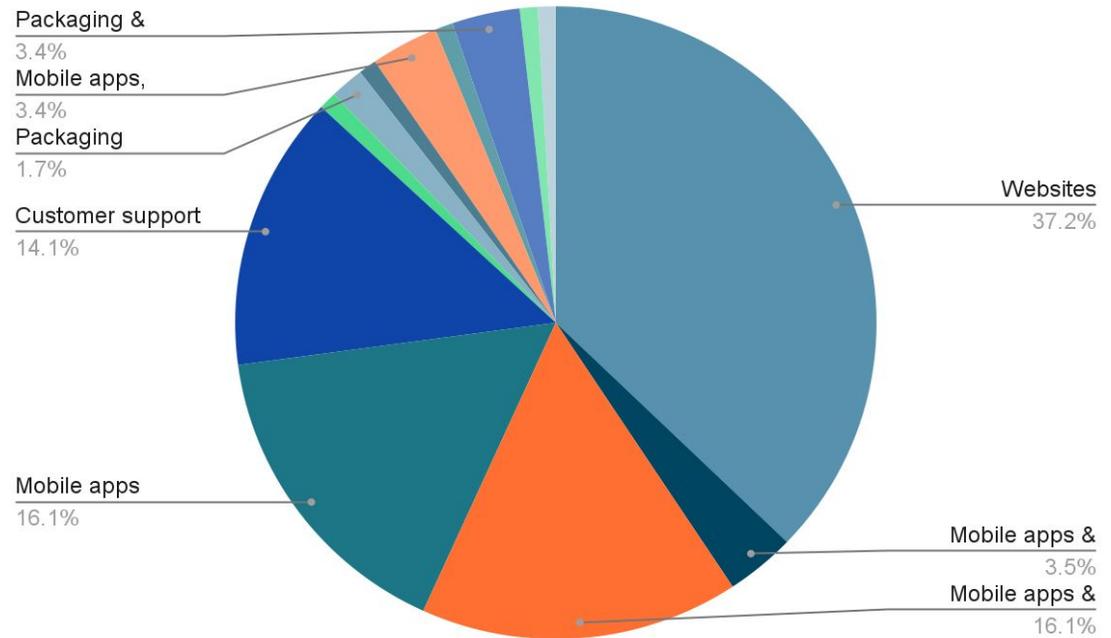
About one-third of the responses have made significant progress, reaching around 75% conformance. That's encouraging! But only 5% said they've achieved full conformance. The question is: are those fully conformant organizations smaller with fewer digital properties, or did they just make accessibility a top priority early on?



What areas of your company is LEAST ready?

The Volume Challenge

Websites (55%) ranked as the least ready area compared to mobile apps (45%). This likely comes down to numbers—most companies have way more websites than apps. Getting one or two mobile apps ready is much easier than fixing hundreds of websites.



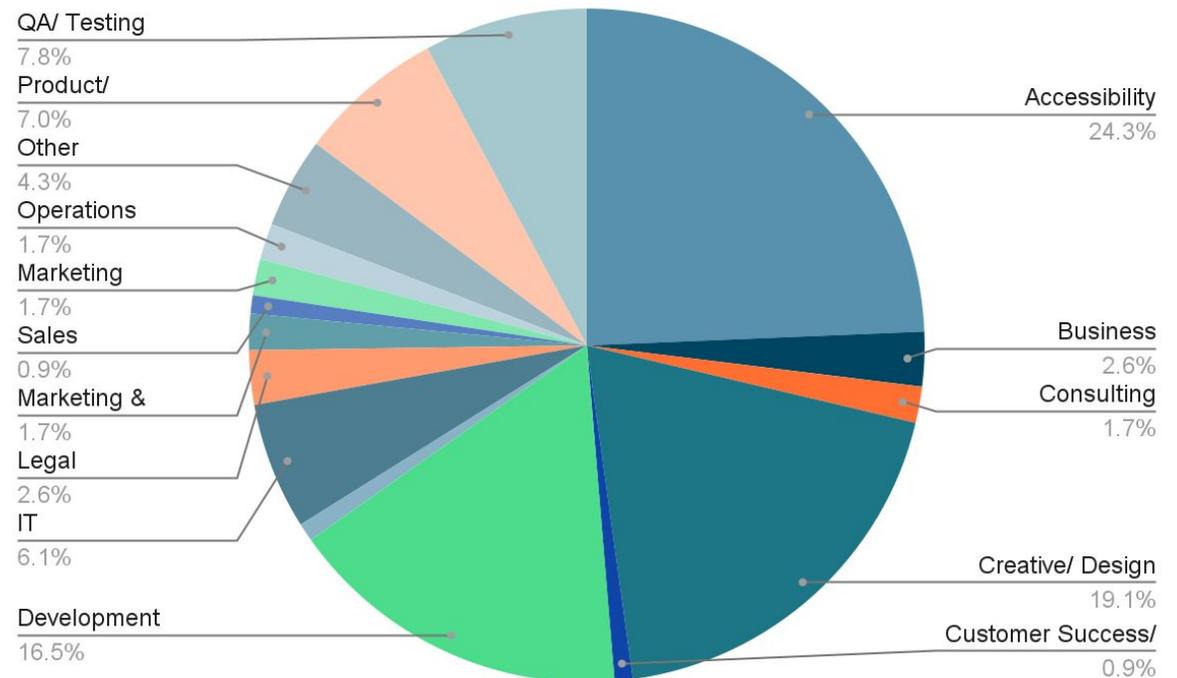
Here's a key gap we spotted: mobile apps often lack accessibility statements. Both UK guidance and the Dutch ACM say you need them on apps, not just websites. They give users an easy way to report problems—and that matters for compliance.

What role do you represent for your company?

The gaps that matter:

Accessibility isn't just the accessibility team's job. It needs cross-functional involvement to succeed.

- **Customer support** plays a critical role under the EAA
- **Finance teams** need to understand the budget and staffing implications of accessibility work
- **HR** also has an important role in making compliance work across the organization.

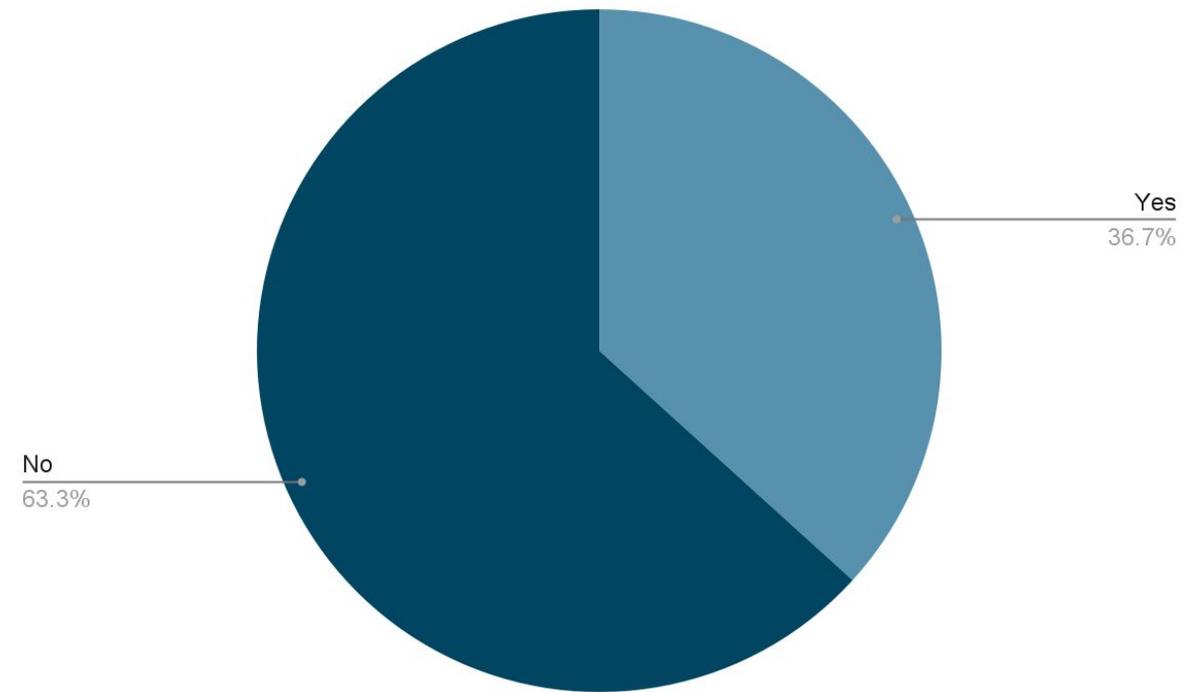


My team is ready to submit their non-compliance report to NL-ACM

The October 15th Deadline:

With 87% of responses not ready to submit non-compliance reports and only three weeks until the deadline, now's the time to act. Start those conversations with your teams today.

The one-week reporting requirement for critical issues means accessibility bugs can't sit in your backlog anymore. With two-week sprint cycles, defects need fixing in real-time or the next sprint. This changes how development teams need to work.



Resources

Links from this presentation:

- France - Disability Groups' Action [press release](https://droitpluriel.fr/mise-en-demeure-des-entreprises-auchan-carrefour-e-leclerc-et-picard-sur-geles-de-se-conformer-a-leur-obligation-daccessibilite-numerique-pour-leurs-services-de-courses-en-ligne/):
<https://droitpluriel.fr/mise-en-demeure-des-entreprises-auchan-carrefour-e-leclerc-et-picard-sur-geles-de-se-conformer-a-leur-obligation-daccessibilite-numerique-pour-leurs-services-de-courses-en-ligne/>
- ACM [process page](https://www.acm.nl/nl/toegankelijkheid/toegankelijkheid-van-e-handelsdiensten-en-elektronische-communicatiediensten)
<https://www.acm.nl/nl/toegankelijkheid/toegankelijkheid-van-e-handelsdiensten-en-elektronische-communicatiediensten>
- ACM [Form](https://www.acm.nl/nl/toegankelijkheid/toegankelijkheid-van-e-handelsdiensten-en-elektronische-communicatiediensten/meldplicht-bij-niet-voldoen-aan-toegankelijkheid)
<https://www.acm.nl/nl/toegankelijkheid/toegankelijkheid-van-e-handelsdiensten-en-elektronische-communicatiediensten/meldplicht-bij-niet-voldoen-aan-toegankelijkheid>

Deque EAA links:

- All Deque EAA [blogposts](https://www.deque.com/blog/tag/eaa/)
<https://www.deque.com/blog/tag/eaa/>
- EAA [Resources](https://www.deque.com/european-accessibility-act-eaa-compliance/)
<https://www.deque.com/european-accessibility-act-eaa-compliance/>

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Questions & Answers