

You can't fight this

Receiving an ADA (Americans with Disabilities Act) legal demand letter is like receiving a notice through the mail for a speeding violation. The evidence of the violation is all there, you've been caught on camera (speed camera) and the evidence is irrefutable. There may be some mitigating circumstances in your mind, *"I didn't know what the speed limit was"* or *"I had a family emergency so I had to get there quickly"* but none of these mitigating circumstances will stand-up in court.

We hear similar 'excuses' when an organization receives a demand letter for a website not allowing equal access for those living with disabilities. *"we weren't aware of the regulation"*, *"we've spent thousands on our website accessibility program"* or *"our website vendor ensured us that we were 100% compliant"*. Again, these arguments may all be true, but would not provide a defense in a court of law.

The evidence is there, your organization is breaking the law, fighting it would be futile and expensive – take a look at this video... https://youtu.be/bP0XeNL_iGI

The first step to avoiding a lawsuit or a legal demand is to know what your current risk position is. You can check out any website for free at <https://AAAtraq.com/check/>