

Lawsuit Highlights Importance of ADA Compliance

Gonzalo E. Mon

November 2, 2015

Partner [Gonzalo Mon](#) authored the *Retailing Today* article “Lawsuit highlights importance of ADA compliance.” Earlier this month, Reebok was hit with a proposed class action alleging that the company’s website violates the Americans with Disabilities Act (ADA) because it is not accessible to the blind. The plaintiffs argue that Reebok.com contains “thousands of access barriers” that make it difficult for blind customers to use the site. Because of this, the plaintiff is asking the court to require Reebok to fix its site and pay damages. Gonzalo explains that, although these types of cases have been on the rise in recent years, they still come as a surprise to people who are used to thinking of the ADA only in terms of things like wheel chair ramps and handicapped parking spaces. He goes on to describe issues surrounding “places of public accommodation” and what companies should consider in order to ensure that their websites comply with the ADA. Gonzalo lists two key reasons why many website fail to comply. First, that some companies are simply not aware of the requirements. And second, that some companies who are aware have decided that the costs of modifying their websites outweigh the risks of getting caught.

To read the full article, please [click here](#).