DFIN

How Americans with Disabilities Act (ADA) Compliance Helps Investors and Investment Companies

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ADA HISTORY	The Americans with Disabilities Act (ADA) is comprehensive disability rights legislation. It was updated in 2010 to include web and electronic communications, and the standards continue to evolve. With a growing percentage of the world's population visually impaired, including an aging investor base with age-related vision and dexterity issues, content accessibility has become more important than ever.
WHY ACCESSIBILITY IS IMPORTANT	The trends are clear. As our population ages, instances of blindness, diabetes and macular degeneration are increasing. The evolution from print to web and digital communications continues as well, supported by recent SEC regulations. Clearly, there is a need to provide digital access to individuals who are sight impaired so they can interact with information online. However, Donnelley Financial Solutions (DFIN) recognizes that accessibility goes beyond doing what's right and regulatory compliant. By ensuring accessibility for their websites, DFIN can facilitate increased market share for investment companies by including investors that previously were unable to navigate, consume content and conduct transactions on the website.

SETTING YOUR ORGANIZATION'S GOALS

Becoming and staying compliant can be as easy as setting goals early and working with a partner to consistently meet them. Here are 5 goals to help your organization stay in front of this important requirement:

1. **Educate employees** about the need for accessibility
2. **Be in compliance** with evolving ADA regulations
3. **Provide multiple ways** for people to access and navigate content
4. **Make content easy to read** with larger fonts and contrasting colors
5. **Embed the ADA process into your production workflow** so you can scale the creation of accessible documents

THE DFIN SOLUTION

A complete ADA program needs to focus on both PDF tagging and website navigation, plus be able to address reasonable accommodations. Our comprehensive ADA tagging service ensures your web hosting is compliant and PDFs have "read out loud" screen reader–enabled capabilities.

WEB HOSTING

Adjust

We access and remediate landing pages to conform with WCAG 2.0 AA standards

Audit

We conduct bi-annual audits to ensure clients stay in compliance as websites are modified and WCAG standards evolve

PDF TAGGING

Tag

We tag PDFs allowing screen readers to read aloud. This process does not affect the look and feel of the PDF and enables screen readers to interpret tagged metadata

Verify

We ensure all metadata has been tagged properly according to industry standards, and ensure the document is free of all visual color contrast issues

Deliver

We provide final validation of both the ADA compliance and data integrity

TERMS TO KNOW	**Alternate Text –** Text applied to graphics that lets a screen reader describe or read out loud the graphic content
	JAWS – Job Access With Speech, one of the world's most popular screen readers
	NVDA – Non-Visual Desktop Access is a free screen reader that enables vision-impaired people to access computers running Windows
	PDF/UA – Portable Document Format, Universally Accessible is an ISO standard for accessible PDF technology
	WCAG – Web Content Accessibility Guidelines is a universal standard that defines how to make web content more accessible to people with disabilities

DFIN EXPERTISE AND COMMITMENT

Becoming and staying ADA compliant with the help of DFIN provides several advantages. The solutions we provide are:

Comprehensive	We are meticulous about each detail, from the reading order to the alternate text and everything in between
Quality	Our multi-step quality control process ensures accuracy, compliance and data integrity
Fast	We can handle your regulatory peaks, including quick turnarounds for sensitive documents
Turnkey	Our seamless onboarding process includes a pre-development audit, resolution of non-compliant results, a post-development audit, interactive testing and more
Unified	We can seamlessly integrate ADA into your current document production process

We are a one-stop shop for organizations looking to make their content accessible to everyone, and have translated hundreds of thousands of pages to date.

AN URGENT NEED	Investment companies are wise to take action now and make sure they're compliant. Ensuring web and PDF accessibility for people with disabilities will: · Build a stronger, more inclusive investor base · Reduce the risk of litigation and negative press — 3,550 website accessibility lawsuits were filed in 2020 alone · Stay ahead of future expectations and SEC regulations

FULLY COMPLIANT IN 30 DAYS

We can have your organization fully compliant in as little as one month. As part of the project start-up, DFIN will tag a representative sample of documents and provide the final, tagged PDFs and Accessibility Report. These documents will serve as your sign-off. During this initial review and assessment, DFIN will present any areas that may require your feedback or action to resolve.

About Donnelley Financial Solutions (DFIN)

DFIN is a leading global risk and compliance company.

We're here to help you make smarter decisions with insightful technology, industry expertise and data insights at every stage of your business and investment lifecycles.

As markets fluctuate, regulations evolve and technology advances, we're there. And through it all, we deliver confidence with the right solutions in moments that matter.

Learn about DFIN's end-to-end risk and compliance solutions.

Visit **DFINsolutions**.com