



Breaking Down the Americans with Disabilities Act

You've likely heard the term ADA being thrown around. You may even have a basic understanding of the Americans with Disabilities Act. However, its impact can be great on your business, institution or brand. A record number of lawsuits¹ are being filed each year citing ADA violations, such as brand websites which aren't accessible to individuals with disabilities.

Here's a digestible version of the pillars that make up the ADA that every professional regardless of their industry should be aware of.



What is the ADA?

The Americans with Disabilities Act (ADA) is a civil rights law that prohibits discrimination against people with disabilities. The law is designed to ensure businesses, universities and other entities provide equal opportunities for everyone - employees, customers and audiences - as they engage with them in-person and online.

The ADA is Divided into Five Titles

Here's a quick breakdown of each title of this landmark law.

Employment

- Employers cannot discriminate on the basis of disability. This includes refusing to hire someone with a disability or firing them after they disclose a disability.
- Employers must provide accommodations, such as accessible workstations, sign language interpreters or modified equipment.



Public Service

- State and local government agencies cannot deny services or participation in programs to individuals with disabilities.
- Public transportation systems, such as public transit buses, must be accessible to individuals with disabilities.

Public Accommodations

- Public places such as restaurants, hotels, grocery stores and retail stores cannot discriminate against individuals on the basis of a disability.
- Building construction and any modifications must be made to make physical spaces, such as workplaces, libraries or universities accessible to individuals with disabilities.



Telecommunications

- Telecom and Internet companies must provide a nationwide system of telecommunications services that supports individuals with hearing and speech disabilities.
- Federally funded public service announcements must have closed captions.

Miscellaneous

- It is prohibited to coerce, threaten or retaliate against individuals with disabilities who are asserting their rights under the ADA.
- This section also defines what does and does not constitute a disability under the ADA. For example, terms such as "undue hardship" are further defined, as well as explanations of how the ADA interacts with other existing laws like the Rehabilitation Act of 1973.
- It focuses on how state agencies and others can qualify for exemption, plus outlines who is responsible to pay for attorney fees if suits are filed and won.



Helpful ADA Resources for You

Here are a few helpful reads which go more in-depth on how to adhere to the ADA to support the need for inclusive environments and avoid potential legal trouble.



Top Tips to Meet ADA Guidelines

[Read the blog here](#)



Business Checklist: ADA Compliance

[Read the blog here](#)



What Business Leaders with Mobile Apps Need to Know About the ADA

[Read the blog here](#)



ADA Lawsuits Are On The Rise by 64%

[Read the blog here](#)

¹Record Number of Lawsuits Filed Over Accessibility for People with Disabilities

