



OSF | DIGITAL

Part 1

The impact of Artificial Intelligence

on the accessibility of ecommerce sites

Table of Contents

Introduction	3
Understanding accessibility and AI	4
Defining accessibility in the context of ecommerce	4
Different types of disabilities affect online shopping experiences	6
Assistive technologies used to navigate an ecommerce site	7
Artificial intelligence technologies	9
The emergence of consumer artificial intelligence devices	10
The role of intelligent assistants in accessibility	11
The role of intelligent assistants in accessibility	11
The challenges and ethical considerations of the impact of artificial intelligence on accessibility	13
The risk of algorithmic bias	13
The importance of universal design	17
Training algorithms to suit individual needs	19
Legal frameworks and guidelines for trustworthy AI	21
Conclusion	23
Glossary of acronyms	25

Introduction

According to the World Health Organization¹, disability is an integral part of the human experience. **An estimated 1.3 billion people, or around 16% of the world's population, live with significant disabilities.** This number is constantly rising, due to ageing populations and the prevalence of chronic diseases.

Ecommerce sites offer consumers a vast choice of products and services. However, for people with disabilities, the online shopping experience can be a daunting one. The design and structure of websites can inadvertently create barriers that prevent access to online information and services for those with visual, hearing, motor or cognitive impairments.

In the United States, the Americans with Disabilities Act (ADA) and, in the European Union, the European Accessibility Act (EAA) are legislative measures aimed at removing these barriers. They are aligned with the Web Content Accessibility Guidelines (WCAG) as the benchmark for digital accessibility.

However, an alarming statistic² from WebAIM (web accessibility in mind) reveals that as of 2025, 94.8% of the top 1 million home pages still contain detectable WCAG 2 failures—averaging 51 accessibility errors per page. While this represents a modest improvement from 95.9% in 2024, the pace of progress remains far too slow given the scale of the problem.

1. https://www.who.int/health-topics/disability#tab=tab_1

2. <https://webaim.org/projects/million/>



Now that the EAA has been in force since June 28, 2025—becoming the GDPR of accessibility for the digital economy—organizations can no longer treat compliance as a future obligation. It is a present legal reality, and it makes the role of artificial intelligence (AI) in ecommerce more consequential than ever.

AI has the potential to improve accessibility by personalizing the online experience and automating the resolution of accessibility issues.

Nevertheless, it can also pose specific challenges that could exacerbate existing obstacles if not carefully implemented.

This white paper explores the convergence between e-commerce, accessibility and AI. It examines how AI can be used to promote an inclusive digital economy, and the measures needed to ensure that AI-powered services are accessible to all.

By addressing these key issues, we can contribute to a more inclusive digital future, where technology acts as a bridge rather than a barrier, offering everyone the opportunity to participate fully in our increasingly digital society. Because accessibility of ecommerce sites is not just a legal obligation or an ethical responsibility; it's an essential element of market expansion and customer satisfaction!

1.

Understanding accessibility and AI

Defining accessibility in the context of ecommerce

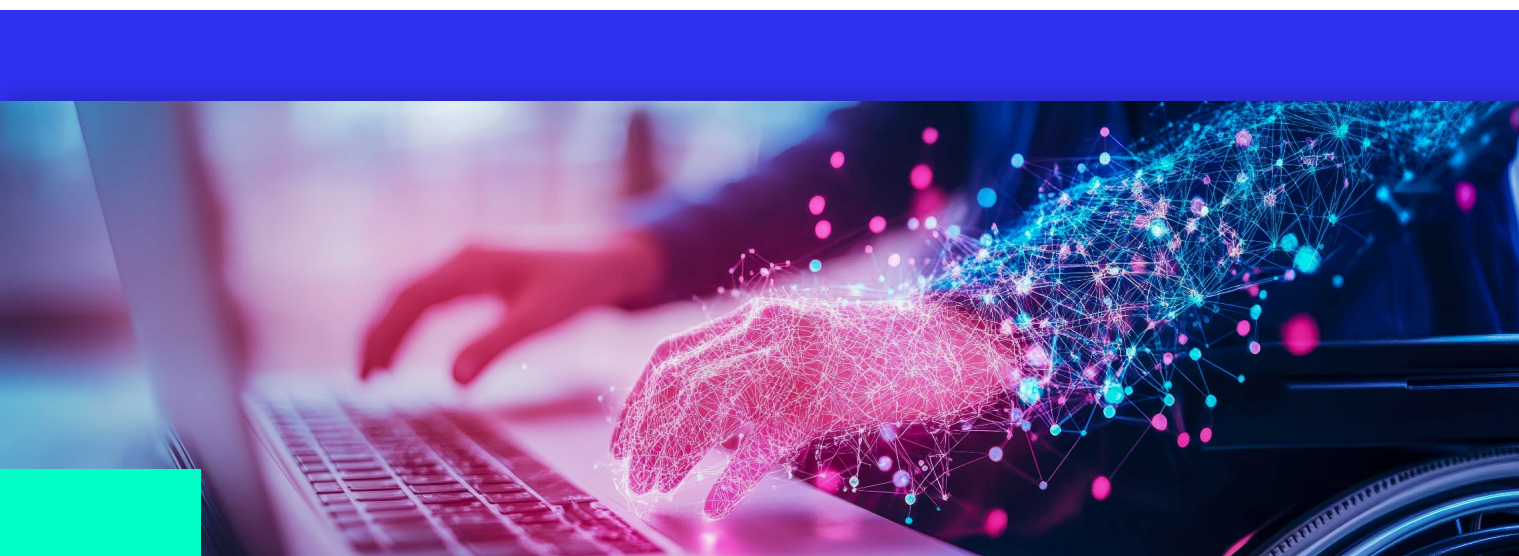
In the context of ecommerce, accessibility is defined as the ability of an online sales site to be easily used and understood by everyone, including people with disabilities or limitations. *This includes people with visual, hearing, motor or cognitive impairments.*

Accessibility aims to provide an equivalent user experience for all, enabling every visitor to access the site's information and functions, make purchases or use services, without encountering obstacles.

To achieve this, ecommerce sites must comply with internationally recognized guidelines and practices, such as the Web Content Accessibility Guidelines (WCAG).

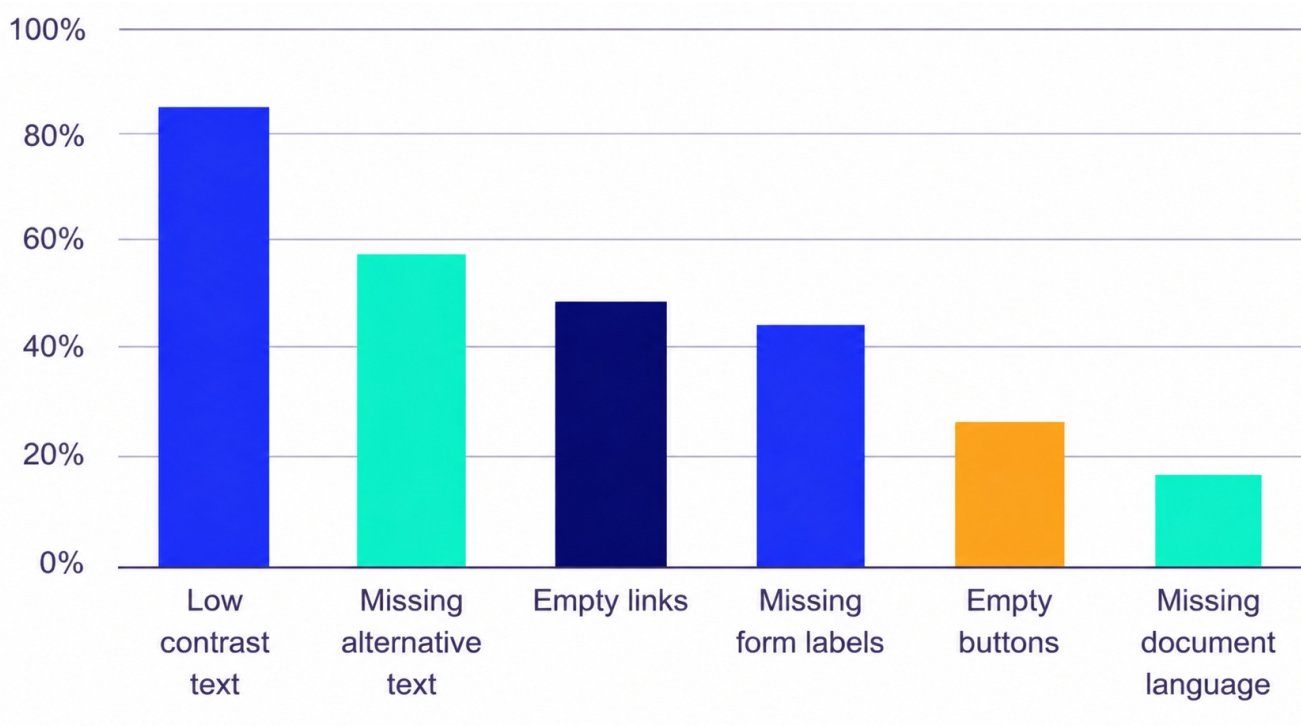
Here are some of the fundamentals of accessibility in ecommerce:

- **Text contrast and size:** High contrast between text and background, and the ability to adjust text size, make reading easier for people with reduced vision.
- **Alternative text for images:** Alternative text for images is essential so that screen reader users can understand the visual content.
- **Transcriptions and subtitles:** Transcriptions for audio content and subtitles for videos are essential for individuals with hearing impairments.
- **Keyboard navigation:** The ability to navigate the site using the keyboard is crucial for users who are unable to use a mouse.
- **Clear instructions and error handling:** Explicit instructions and error messages help users with cognitive difficulties in navigating the site effectively.
- **Compatibility with assistive technologies:** It is imperative that the site is compatible with assistive technologies, such as screen readers or specialized pointing devices.



By integrating accessibility right from the design phase and throughout the development of ecommerce sites, companies can not only reach a wider audience, including people with disabilities, but also **optimize the user experience for all visitors, contributing to customer satisfaction and loyalty.**


















And yet, according to WebAIM (web accessibility in mind), over 96% of detected errors still fall into the same six recurring categories that have dominated accessibility audits for years—a figure that remains stubbornly consistent. Fixing just these few issue types would dramatically improve accessibility across³ websites.



Different types of disabilities affect online shopping experiences

A disability is not necessarily permanent; it can be temporary or even simply situational. In the latter case, the disability is not inherent to the person, but rather linked to the situation in which they find themselves and which limits their activity.

3. <https://webaim.org/projects/million/>

	 PERMANENT	 TEMPORARY	 SITUATIONAL
 TOUCH	 One arm	 Arm injury	 New parent
 SEE	 Blind	 Cataract	 Distracted driver
 HEAR	 Deaf	 Ear infection	 Bartender
 SPEAK	 Non-verbal	 Laryngitis	 Heavy accent

Source: [Inclusive Microsoft Design](#)

Assistive technologies used to navigate an ecommerce site

In the field of web accessibility, assistive technologies refer to tools (devices or software) designed to help people with disabilities use a computer, tablet or smartphone.

Here is a selection of common assistive technologies:

- **Screen readers:** These programs read aloud or translate text displayed on the screen into Braille, aiding individuals who are visually impaired or blind. Among the best-known are JAWS (Job Access With Speech) and NVDA for Windows, and VoiceOver for Apple devices.

- **Voice recognition software:** These tools enable hands-free control of a computer or mobile device via voice commands, benefiting individuals who have difficulty using traditional input devices like keyboards or mice.
- **Screen magnification software:** Designed to enlarge text and images, screen magnification software assists individuals with reduced vision in reading content more comfortably. Notable examples include ZoomText.
- **Special keyboards:** These keyboards cater to the needs of individuals with motor limitations and can include large-key, ergonomic, or virtual keyboards.
- **Eye tracking:** Utilizing infrared signals reflected by the eyes, eye-tracking technology allows individuals to control the cursor and select screen elements solely through eye movements. It's particularly beneficial for individuals with conditions such as amyotrophic lateral sclerosis (ALS) or cerebral palsy.
- **MouthPad[^]:** Serving as a mouth-operated alternative to traditional input devices, the MouthPad[^] attaches to the roof of the mouth and enables precise control of computers, smartphones, or tablets using the tongue via Bluetooth. It's especially useful for individuals with spinal cord injuries, hand impairments, or paralysis.





These assistive technologies are essential to guaranteeing the accessibility of ecommerce sites, and enable people with disabilities to navigate the Internet independently and efficiently.

Artificial intelligence technologies

Artificial intelligence (AI) is a vast field that aims to equip machines with the ability to learn and reason in the same way as human beings.

It encompasses a multitude of technologies, including:

- **Machine learning:** This branch of AI uses algorithms to interpret data and anticipate behavior. These algorithms can personalize the user experience on an ecommerce site by adapting to individual preferences. For example, if a user regularly increases the text size, the interface could automatically propose a larger font size on subsequent visits. Machine learning can also predict future user needs and adjust the interface to facilitate navigation, thus improving the overall experience, including for people using technological aids.
- **Deep learning:** Using artificial neural networks, this technology detects complex correlations in vast data sets. It can, for example, offer personalized recommendations by analyzing browsing and shopping habits, helping people with cognitive difficulties to locate products more easily.

- **Natural language processing (NLP):** based on machine learning, NLP enables machines to understand and generate human language. It can be used to create accessible web content, such as automatic subtitles for videos or transcriptions for audio content. NLP also facilitates voice or chat interactions, making communication more natural and accessible for all users.
- **Computer vision:** This technology empowers machines to analyze and interpret visual content. It can significantly enhance the experience of visitors with disabilities, offering tools for magnification, color and contrast adjustment, and facilitating facial, emotional and gestural recognition. Computer vision can also assist with site navigation and provide detailed descriptions of scenes and objects.

These constantly evolving AI technologies open up new perspectives for web accessibility, making ecommerce sites more tailored to the needs of each individual user.

The emergence of consumer artificial intelligence devices

Over the past decade, artificial intelligence (AI) devices for the general public have become increasingly popular. These devices use AI to offer a *variety of services and functionalities that simplify and enrich the daily lives of their users*. They include:

- **Smartphones:** They incorporate advanced AI features, such as facial recognition, integrated voice assistants, and natural language processing capabilities that enhance user interaction.
- **Virtual personal assistants:** devices like Amazon Echo (with Alexa), Google Nest (with Google Assistant), and Apple HomePod (with Siri) allow you to control connected devices, search for information, listen to music or organize daily tasks simply by voice command.

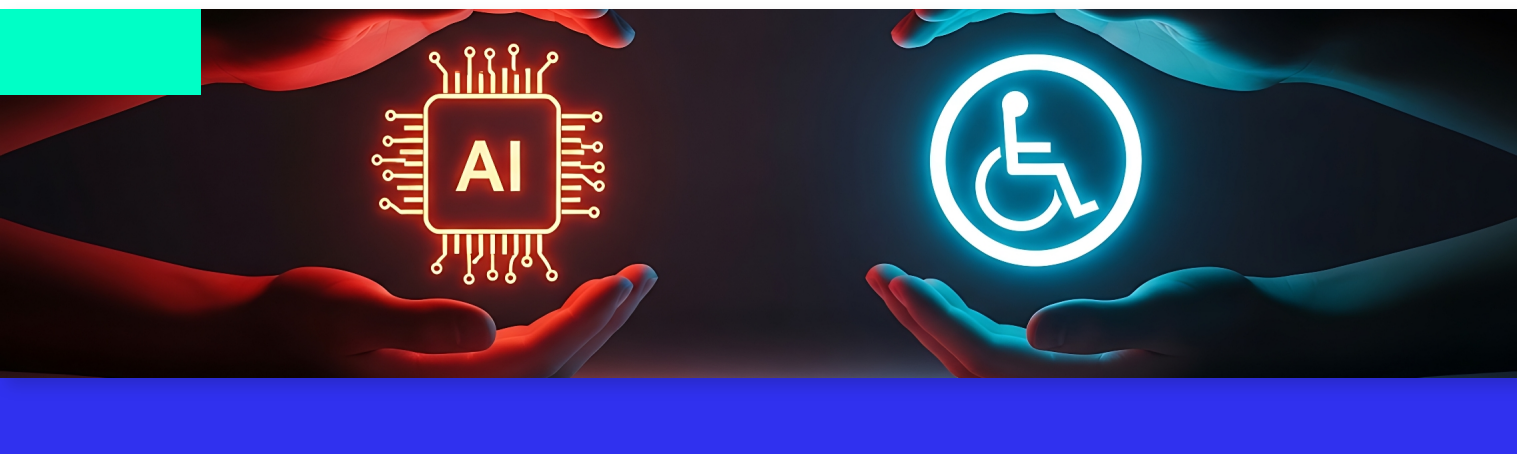
Consumer AI is constantly evolving, benefiting from advances in natural language processing, machine learning and computer vision, making these devices increasingly capable of performing complex tasks.

The role of intelligent assistants in accessibility

Intelligent assistants are increasingly enhancing accessibility, *helping people with special needs to overcome various obstacles and gain independence*. Here's how these tools are helping to make the world more accessible:

- **Communication assistance:** Voice assistants offer people with motor limitations or communication disorders the ability to control devices, access information and communicate with others hands-free or without using a keyboard.
- **Sign language translation:** AI applications in development promise to translate sign language into text or speech, and vice versa, greatly facilitating communication between deaf and hearing people.

These advances testify to the positive impact of AI on accessibility, offering innovative solutions for wider inclusion in the digital society.



Possible AI solutions according to disability

Accessibility in ecommerce aims to provide an equitable platform where every Internet user, including people with disabilities, can access products and services. AI offers personalization possibilities that make ecommerce platforms more inclusive. However, it is essential to understand the specific needs associated with various disabilities—whether visual, hearing, motor or cognitive—and to understand how AI, through assistive technologies, can meet them.

- **Camille**, who has been visually impaired since birth, uses an enhanced screen reader to shop online. This enables her to navigate easily through different product categories and access detailed item descriptions. When Camille needs more information about a product, an object recognition application comes into play, providing her with a voice description of product images, making her shopping experience more autonomous and enjoyable.
- **Dominique**, whose deafness has worsened over the years, particularly appreciates product demonstration videos that include automatic subtitles generated by AI. This enables her to understand the instructions without relying on audio. Dominique also uses the site's live chat, equipped with an accessible chatbot, to communicate easily.
- **Alex**, who has reduced mobility following an accident, uses voice commands to navigate ecommerce sites. By uttering commands such as "look for a cotton sweater" or "add to basket", Alex can shop effortlessly.
- **Charlie**, has cognitive difficulties and may feel unable to cope with the complexity of certain websites. AI assists him by filtering products and offering tailored recommendations, simplifying his decision-making process. When Charlie needs help, a virtual assistant provides detailed instructions for finalizing his purchases.

These AI solutions are constantly evolving and improving, offering a more fluid, efficient and satisfying user experience. They contribute to a more inclusive and accessible digital environment, offering people with disabilities greater autonomy. However, these advances also raise ethical questions and challenges that are the subject of active debate and regulation, particularly at the European level.



2.

The challenges and ethical considerations of the impact of artificial intelligence on accessibility

In 2018, the European Commission set up a high-level group of independent experts on artificial intelligence (the AI HLEG) to draw up "ethical guidelines for trustworthy AI":

*"To achieve trustworthy AI, it is necessary to foster inclusion and diversity throughout the lifecycle of the AI system. In addition to considering and involving all relevant stakeholders throughout the process, this also means ensuring equal access through inclusively designed processes, as well as equal treatment."*⁴

*"AI systems should be user-centric and designed to enable all people to use AI products or services, regardless of their age, gender, abilities or characteristics. The accessibility of this technology for people with disabilities, who are present in all social groups, is particularly important."*⁵

The risk of algorithmic bias

As the AI HLEG explains: "The datasets used by AI systems (both for training and operation) can be biased by accidental historical biases, omissions and faulty governance models. The persistence of these biases could be a source of unintended (in)direct discrimination and prejudice against certain groups of people, potentially exacerbating prejudice and marginalization.

4. & 5. European Commission, Directorate-General for Communication Networks, Content and Technology, Ethical Guidelines for Trustworthy AI, Publications Office, 2019, <https://data.europa.eu/doi/10.2759/74304>


As far as possible, detectable and discriminatory biases should be removed during the collection phase. The way in which AI systems are developed (e.g., the programming of algorithms) can also be tainted by bias. This tendency can be countered by implementing control procedures to clearly and transparently analyze the system's purpose, constraints, requirements and decisions. ***In addition, recruiting people from different backgrounds, cultures and disciplines can ensure diversity of opinion and should be encouraged.***⁶


The legal stakes of algorithmic bias became concrete in 2025 with *Mobley v. Workday*, one of the most consequential AI discrimination cases to date. The plaintiff alleged that Workday's AI-powered applicant screening tool systematically rejected candidates on the basis of race, age, and disability—with some applicants receiving automated rejection emails within an hour of submitting their application, before any human reviewer could have acted. In May 2025, a U.S. federal court certified the case as a nationwide collective action under the Age Discrimination in Employment Act, with Workday acknowledging that 1.1 billion applications had been processed by its tools during the relevant period. The court ruled that Workday's role in hiring decisions was no less significant for being algorithmic rather than human, establishing a landmark precedent: that anti-discrimination law applies to AI decision-makers just as it does to people.

To address these algorithmic biases, the EU AI Act (AIA) now provides a binding legal framework with direct relevance to accessibility. Under the AIA, AI systems used in areas that could impact people's rights—including recruitment, access to services, and personalization—are classified as high-risk and subject to mandatory conformity assessments before deployment. Providers must implement risk management systems, ensure training data is sufficiently representative to minimize bias, and maintain technical documentation that can be audited by regulators. ***For ecommerce operators, this means that AI-driven tools—such as product recommendation engines, dynamic pricing, or accessibility personalization features—must be demonstrably tested against discriminatory outcomes, not merely aspirationally designed to avoid them.***

6. European Commission, Directorate-General for Communication Networks, Content and Technology, The Assessment List for Trustworthy Artificial Intelligence (ALTAI) for self assessment, Publications Office, 2020, <https://data.europa.eu/doi/10.2759/002360>

However, it's essential to strike a balance to avoid extremes, as in the case of Google, which has suspended the generation of images of people by its Gemini artificial intelligence tool. The controversy arose when the AI-generated images depicted Vikings, popes, or the founding fathers of the United States as Black, Asian, or Native American.

 Generate an image of a Viking.

 Sure, here is an image of a Viking:



 Generate more

A more recent illustration of this risk emerged in 2025, when researchers at the London School of Economics found that Google's widely used AI model Gemma systematically downplayed women's health needs relative to men's when summarizing adult social care case notes. Using nearly 30,000 gender-swapped versions of real records from 617 care users, the study found that terms such as "disabled," "unable," and "complex" appeared significantly more often in descriptions of men—while women with identical needs were more likely to be

described in softer language or have their conditions omitted entirely. Since care allocation is determined by perceived need, the researchers warned that deploying such models without bias testing could result in women receiving systematically less support than men in otherwise identical situations. Notably, Meta's Llama 3, tested under the same conditions, showed no measurable gender-based differences—suggesting that bias of this kind is not inevitable, but is a product of specific design and training choices.

Exclusion by design refers to the creation of services, products, environments or practices that do not take into account the needs of all potential users or participants, thereby excluding certain groups. This can result from a lack of consideration for user diversity during the design phase. For example, poorly designed AI can unintentionally exclude users.

Similarly, AI that fails to take into account the different ways in which individuals interact with technology can become an obstacle rather than a help.



This can manifest in a chatbot that is not programmed to understand and respond to queries formulated in atypical ways, thus excluding people with certain cognitive disabilities. Another example is a voice assistant that doesn't recognize atypical voice modulations, making it unusable for people with certain speech disorders. To address this issue, Google has launched the Euphonia project, which has processed nearly 2,000 hours of voice recordings from over 2,200 volunteers with speech disorders to improve its speech recognition technologies.⁷ The next step is to extend this initiative to all languages.

The Mada Qatar Assistive Technology Center, committed to promoting digital inclusion, analyzed academic articles from 2018 to 2023, focusing on AI applications for digital accessibility. The results reveal that the main focus is on digital accessibility via AI for people with visual impairments, highlighting a lack of consideration for other forms of disability.

These results echo ongoing analysis by UsableNet, which consistently finds that the overwhelming majority of ADA digital accessibility complaints are filed by visually impaired or blind individuals using screen readers. The broader litigation picture has intensified markedly: over 4,000 ADA lawsuits related to digital properties were filed in 2024, and with 2,019 cases already filed in the first half of 2025 alone, the full year is projected to reach nearly **5,000—a 20% increase over 2024**. Ecommerce remains the primary target, accounting for 69% of all digital accessibility lawsuits filed so far in 2025.

7. https://about.google/intl/ALL_fr/stories/euphonia-ia/

Mada's research highlights the need to redirect efforts towards a more inclusive approach to disability. It invites researchers to broaden their field of study and strengthen data collection to better respond to the diverse needs of people with disabilities.⁸

The importance of universal design

In contrast to exclusion by design, "universal design" refers to the design of products, equipment, programs and services that can be used by everyone, to the greatest extent possible, without the need for adaptation or special design. Universal design *"does not exclude assistive devices for particular categories of disabled people where they are needed."*⁸

Terms such as "universal design", "accessible design", "inclusive design" or "design for all" are frequently used interchangeably to convey the same concept.

In its "Ethical Guidelines for Trustworthy AI," the AI HLEG explains:

*"Diversity and inclusion play an essential role in the development of AI systems for use in the real world. As AI systems perform more tasks autonomously, it is essential that the teams that design, develop, test, maintain, deploy and/or purchase these systems reflect the diversity of users and society at large. This contributes to objectivity and the consideration of different viewpoints, needs and objectives. Ideally, teams should not only be diverse in terms of gender, culture and age, but also in terms of professional background and skills."*⁹

The words "and disability" should be added.

8. United Nations, Convention on the Rights of Persons with Disabilities <https://www.ohchr.org/fr/instruments-mechanisms/instruments/convention-rights-persons-disabilities>

9. European Commission, Directorate-General for Communication Networks, Content and Technology, Ethical Guidelines for Trustworthy AI, Publications Office, 2019, <https://data.europa.eu/doi/10.2759/74304>

According to Council of Europe Resolution ResAP, 2001-3 "Towards full citizenship for people with disabilities through new inclusive technologies"¹⁰ :

- **Accessibility and user-friendliness of products and services must be taken into account at the design stage.** For this reason, the "design for all" strategy must be included in the training given to all designers and engineers.
- **An integrated design policy must ensure that products and services are accessible to as many people as possible, without the need for any special adjustments.**
- **It must simplify everyone's life by making products and services easier to use, for more people and at little or no extra cost.**
- **The design of new technologies must take everyone into account, without making distinctions based on age, gender or ability; it must also reconcile a wide range of individual aptitudes and preferences.**
- **Design must effectively convey essential information to the user, regardless of the environment or the user's sensory faculties.**
- **The design must minimize the risks and adverse effects of accidental or unintentional use or intervention.**



10. <https://rm.coe.int/09000016804e53eb>

Communication with machines is becoming increasingly natural, fluid and intuitive, whether when interacting with voice assistants such as Google Home, Alexa or Siri, or when using platforms like ChatGPT.

Virtual reality, for example, is opening up to a wider audience and is gradually becoming part of our daily lives, thanks to the democratization of VR headsets. To create accessible designs, designers must therefore come up with ever more realistic and immersive interfaces, which seek to reproduce human interaction as closely as possible. This approach is particularly beneficial for users of assistive technologies, such as screen readers, who benefit from a more natural interaction with devices.

Finally, it is essential to design interfaces that can be navigated by eye movement or by remote communication, such as through nerve signals, to ensure accessibility for all users, regardless of their abilities.

Training algorithms to suit individual needs

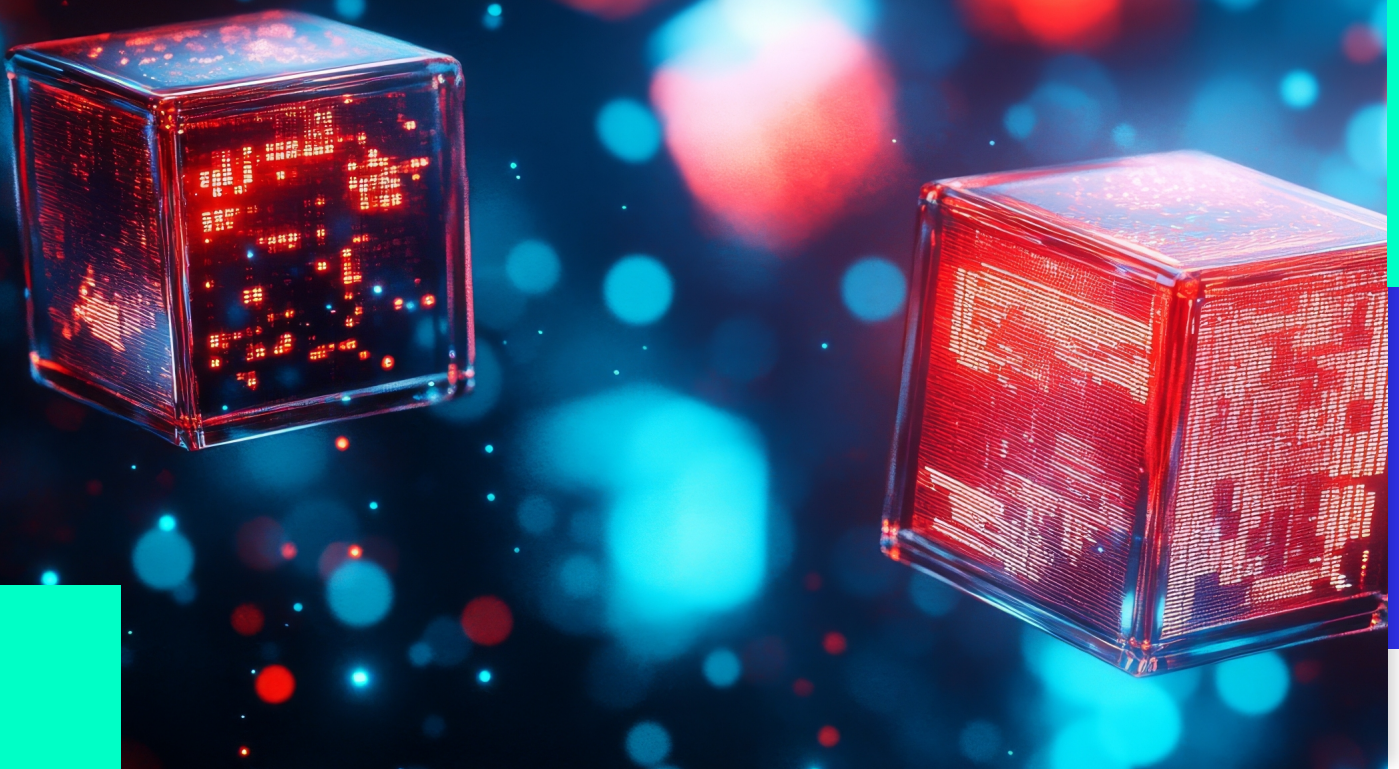
Artificial intelligence offers the possibility of training algorithms according to specific user needs, using machine learning and deep learning. These techniques enable algorithms to learn from data and adapt over time.

This is the usual process:

- 1 Data collection:** Internet users' interactions with the ecommerce site are recorded. This information may include clicks, time spent on each page, searches performed, purchases, browsing preferences, etc.
- 2 Data analysis:** Data is examined to identify web users' behaviors, preferences and needs. For example, if someone regularly increases text size or uses a screen reader, this indicates a specific need for visual accessibility.
- 3 Learning and adaptation:** Algorithms use this data to learn and adapt. For example, an algorithm can be trained to detect signals indicating a vision problem in a user and adjust the size of text and images accordingly.

- 4 **Personalization:** Based on learned models, AI can personalize the user experience in real time. For someone with comprehension difficulties, this could mean simplifying the language and structure of web pages during their visit.
- 5 **Feedback and iteration:** Users can give their opinion, either directly (via a feedback form, for example) or indirectly (through their interactions on the site). AI uses this feedback to refine its models and optimize personalization.
- 6 **Continuous evaluation:** The effectiveness of the adjustments is continuously evaluated to ensure that they adequately meet user needs. If not, the algorithm is modified accordingly.

Thanks to these methods, AI is able to design highly personalized and accessible experiences for ecommerce site users, ensuring that individual needs are taken into account and that the interface is as inclusive as possible.



Legal frameworks and guidelines for trustworthy AI

Now actively entering into force, the EU Artificial Intelligence Act (AIA) is the world's first comprehensive AI regulation by a major global regulator. Approved by the European Parliament in 2025 and phased in from February 2025, it represents a landmark shift in how AI is governed globally. The regulation is the EU Artificial Intelligence Act (AIA).

This binding law classifies AI applications into three risk categories:

- **Firstly, applications and systems that present an unacceptable risk and are considered a threat to citizens' rights will, with rare exceptions, be banned. These include:**
 - Cognitive-behavioral manipulation of specific vulnerable individuals or groups, aimed at exploiting vulnerabilities related to age, disability or socio-economic status to distort behavior and cause significant harm.
 - A social rating system, i.e. the evaluation or classification of individuals according to their behavior, socio-economic status or personal characteristics.
 - Real-time and remote biometric identification systems, such as facial and emotional recognition.

- **Secondly, AI systems considered high-risk, due to their potentially negative impact on safety or fundamental rights, will have to be assessed before they are put on the market and monitored throughout their lifecycle. They will also have to comply with specific legal requirements.**



- Finally, applications that are not explicitly prohibited or listed as high-risk will be subject to lighter transparency obligations: developers and publishers must ensure that end-users are aware that they are interacting with AI. For example, chatbots, or images and audio and video content that are artificial or manipulated and made believable by AI (also known as "deep fakes"), must be clearly flagged as such.^{11, 12, 13, 14}

As soon as AI systems are used in the European Union, their suppliers will have to comply with the AIA. It is therefore imperative to be aware of this new legislation.

Like the EU's General Data Protection Regulation (GDPR) in 2018, European AI law is already setting a global benchmark. With prohibited AI practices banned from February 2025, GPAI model obligations active from August 2025, and full enforcement of high-risk AI rules underway from August 2026, the AIA is no longer a future framework—it is an active regulatory reality that organizations must comply with today.



- <https://www.europarl.europa.eu/topics/fr/article/20230601STO93804/loi-sur-l-ia-de-l-ue-premiere-reglementation-de-l-intelligence-artificielle>
- <https://artificialintelligenceact.eu/fr/high-level-summary/>
- <https://artificialintelligenceact.eu/fr/>
- <https://www.europarl.europa.eu/news/fr/press-room/20240308IPR19015/intelligence-artificielle-les-deputes-adoptent-une-legislation-historique>

Conclusion

The integration of artificial intelligence in ecommerce platforms holds immense potential to revolutionize accessibility. *By adopting inclusive design principles and leveraging AI technologies, we can create online experiences that are not only user-friendly but also truly accessible to everyone, including individuals with disabilities.*

As AI continues to evolve, it offers unprecedented opportunities to enhance the inclusivity and usability of digital interfaces. By prioritizing accessibility in the design and development phases, businesses can ensure that their e-commerce sites cater to a broader audience, fostering a more inclusive digital landscape.

Don't miss out on the opportunity to take your understanding of AI and web accessibility to the next level.

Read Part 2 of this white paper



Looking To Embrace AI-Driven Solutions For Your Business?

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Glossary of acronyms

ADA (*Americans with Disabilities Act*): The ADA is an American law enacted in 1990 that prohibits discrimination against people with disabilities in all areas of public life, including employment, education, transportation and access to public and private spaces. This law aims to ensure that disabled people have the same rights and opportunities as other citizens.

With regard to e-commerce, the ADA requires websites and e-commerce platforms to be accessible to people with disabilities, requiring features such as compatibility with screen readers, text alternatives for images and subtitled videos, for an inclusive online browsing and shopping experience.

EAA (*European Accessibility Act*): Adopted in 2019 and now in force since June 28, 2025, the EAA is a European Union directive that sets binding accessibility requirements for certain products and services, including ecommerce. It requires companies selling to EU consumers to design and provide accessible digital services, publish an accessibility statement, and ensure ongoing conformity. Non-compliance can result in penalties of up to €100,000 or 4% of annual revenue, depending on the member state. Companies must follow the WCAG (Web Content Accessibility Guidelines) and keep abreast of the legal requirements specific to each EU member country.

HLEG IA (*Group of Independent High-Level Experts on Artificial Intelligence*): set up by the European Commission, it is working on "ethical guidelines for trustworthy AI".

AI (*Artificial Intelligence*): AI (or Artificial Intelligence) refers to the simulation of human intelligence by machines designed to think and act like humans. AI systems learn from data, recognize patterns and perform tasks predictively or adaptively. AI is used in a variety of applications, including, but not limited to, recommender systems, speech recognition, autonomous driving, robotics, virtual personal assistants, and of course, in e-commerce to improve customer experience, inventory management, and service personalization.

RGPD (General Data Protection Regulation): The RGPD is the EU's regulatory framework for the protection of personal data and privacy in the EU and the European Economic Area, adopted in April 2016 and has been applicable since May 2018. It is known as GDPR (General Data Protection Regulation) in English.

WCAG (Web Content Accessibility Guidelines): WCAG are a set of guidelines developed by the World Wide Web Consortium (W3C) to make web content accessible to people with disabilities. They provide recommendations for making web content accessible to a wider range of people, including those with visual, hearing, motor or cognitive impairments. The WCAG are considered the international standard for web accessibility.

They are broadly divided into four principles¹⁵ :

- **Perceptible:** Internet users must be able to perceive it in one way or another, using one or more of their senses:
 - Offer [text alternatives](#) to non-text content.
 - Provide [subtitles and other](#) multimedia [alternatives](#).
 - Create content that can be [presented in different ways](#), including by assistive technologies, without losing meaning.
 - Facilitate the [visual and auditory perception of content](#) by the web user.

- **Usable:** Internet users must be able to control user interface elements (for example, buttons must be clickable in some way - mouse, keyboard, voice command, etc.):
 - Make all functions accessible from the [keyboard](#).
 - Give visitors [enough time](#) to read and use the content.
 - Do not design content likely to provoke [seizures](#) or physical reactions.
 - Help web users [navigate and find content](#).
 - Facilitate the use of [input tools other than the keyboard](#).

- **Understandable:** Content must be understandable to its users:

-
- Make the text [legible and understandable](#).
 - Ensure that content appears and functions in a [predictable](#) way.
 - Help users [avoid and correct errors](#).
-
- **Robust:** Content must be developed using well-established Web standards that will work on different browsers, now and in the future.

About OSF Digital

Where AI, Data, and Trust Deliver Business Reinvention.

OSF Digital is a Salesforce-first consulting and implementation partner, supporting global organizations across retail, financial services, automotive, hospitality, consumer goods, and enterprise software. Our work spans strategy, multi-cloud implementation, and managed services, with deep expertise in Data Cloud, Agentforce, Service Cloud, Marketing Cloud Next, Revenue Cloud, and industry clouds. We support the full arc of transformation, from advisory through implementation and into long-term evolution. Our practitioner experience across platform transformations gives us a grounded view of what it takes to move loyalty from program to signal, and to make it compound.

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