

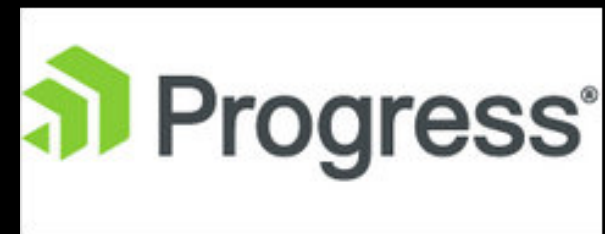
ACCESSIBILITY OVERLAYS

# WHY YOU SHOULD AVOID THEM

THANK YOU

CONNECT.TECH

## THANK YOU SPONSORS



THANK YOU

ATTENDEES!

## HASHTAGS

#CONNECTTECH

#CONNECTTECH2022

#DEVELOPERCOMMUNITY


#ACCESSIBILITY

# ABOUT TODD

- Senior Accessibility Engineer
- Accessibility Advocate
- 23 years professional experience
- W3C Invited Expert
- Lobster Roll Connaisseur
- Phoenix, AZ

Todd Libby - 8 November, 2022



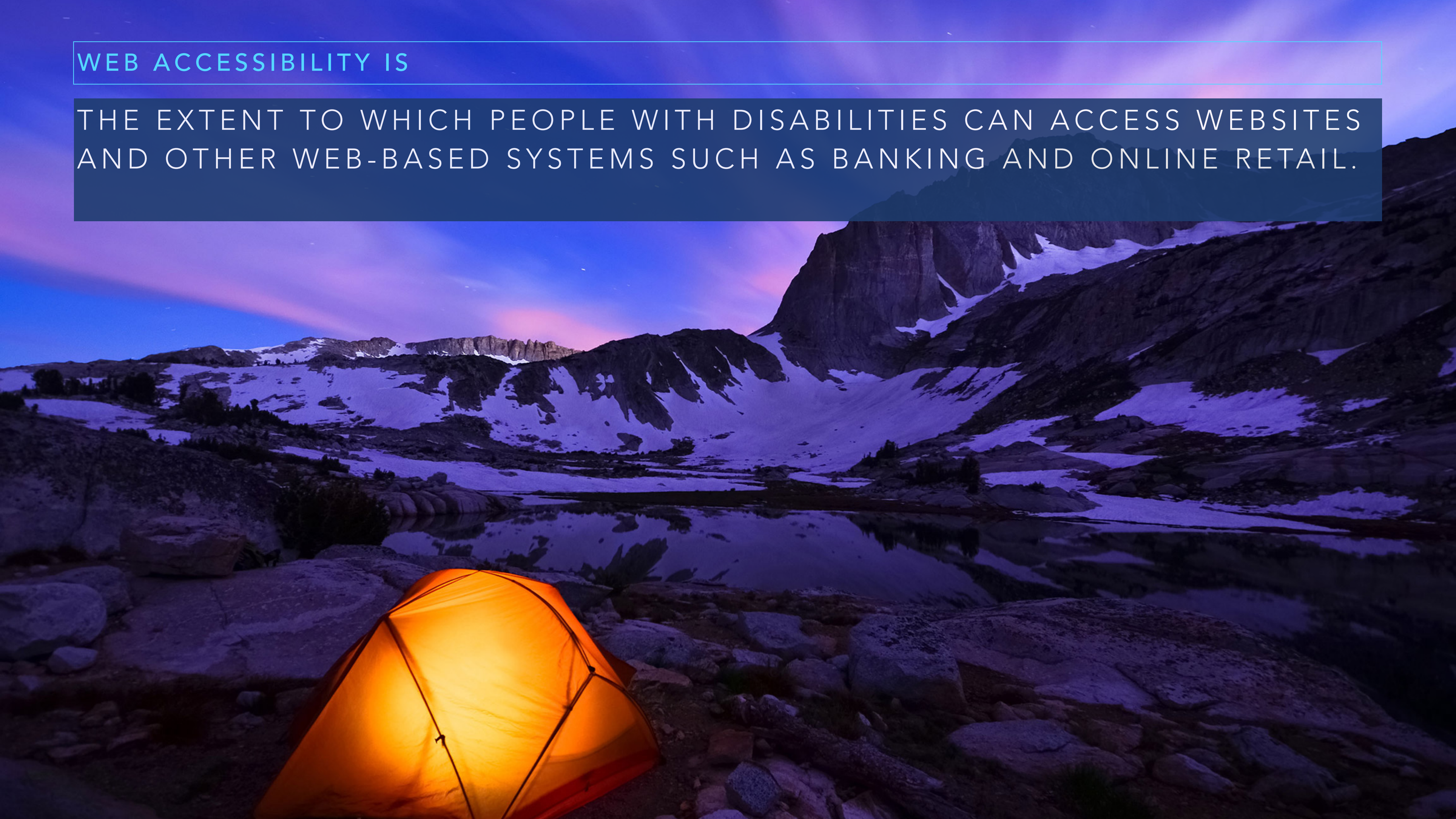
 @toddlabby - Connect Tech

WHAT IS WEB ACCESSIBILITY?



WEB ACCESSIBILITY IS

THE EXTENT TO WHICH PEOPLE WITH DISABILITIES CAN ACCESS WEBSITES AND OTHER WEB-BASED SYSTEMS SUCH AS BANKING AND ONLINE RETAIL.





“The ability for people with disabilities to access the Web without hinderance. Access to all persons.”

–ME

# WHAT IS AN ACCESSIBILITY OVERLAY?













NEW!



Scorpion Pepper Hot Sauce Pack  
 ☆☆☆☆☆ 0 Reviews  
**\$32.00**

NEW!



Poirier's Creole Maple | Dustin Poirier's Louisiana Style Hot Sauce  
 ☆☆☆☆☆ 0 Reviews  
**\$12.00**

NEW!



Dustin Poirier's Louisiana Style Hot Sauce Trio | Dustin Poirier's Louisiana Style  
 ☆☆☆☆☆ 0 Reviews  
**\$33.00**




Everything Bagel Hot Sauce 2 Pack | Secret Handshake Food Co  
 ☆☆☆☆☆ 0 Reviews  
**\$22.00**





NEW!



Scorpion Pepper Hot Sauce Pack

☆☆☆☆ 0 Reviews

**\$32.00**

The image displays three bottles of hot sauce. The first bottle on the left is 'Heartbeat Hot Sauce Co. Scorpion', featuring a black label with a white heart logo and 'THUNDER BAY ONTARIO'. The middle bottle is 'Tears of the Sun Private Reserve', with a vibrant orange and yellow label depicting a sun face and 'CARIBBEAN STYLE GHOST PEPPER SAUCE'. The third bottle on the right is 'Adoboloco Maui Nō Ka'oi', with a pink and white label that says 'TRINIDAD MORUGA SCORPION' and 'VERY HOT'. Navigation icons (a left arrow and a person icon) are visible on the left side of the product image.

LET'S TAKE A LOOK!



“Overlays are here to stay. So are ‘male enhancement pills’.”

–KARL GROVES

# PROS





# CONS

# THE STENCH OF OVERLAYS

- Poor ethics
- Deception of testers
- False advertising
- Fake reviews & users
- Legal intimidation
- Create barriers
- Tracking users & visitors

“Ethics change with technology.”

—LARRY NIVEN



- Representatives have gone after accessibility professionals in public settings
- Twitter DMs attacking accessibility professionals and sending cease & desists
- Threats on LinkedIn in comments section of shared posts that refute claims
- Legal wrangling with accessibility professionals

“Man is not what he thinks he is, he is what he hides.”

—ANDRÉ MALRAUX

- Add-on appears as a toolbar
- Third-party software that creates more barriers
- WAVE will not function properly with some overlays
- One line of JavaScript will cure all accessibility issues AND the ADA!
- Performance vacuum



“If you tell the truth, you don’t have to remember anything.”

–MARK TWAIN

- 100% Accessible site!
- Covers the ADA (Americans with Disabilities Act) 100%!
- Ghost writers with articles written by “admin”
- Formatted advertisements to look like “articles”
- The customer will be protected from litigation

“Those who can write, write. Those who can’t, criticize.”

—MAX HAWTHORNE



- WordPress.com removed dozens of fake reviews on the plugin site
- Fake profiles of people who claimed to use the product
- Exaggerated numbers of customers
- Pays for Praise
- Reviewers usually work for the company

“Facts are threatening to those invested in fraud.”

–DASHANNE STOKES

“The world isn’t built with a ramp.”

–WALT BALENOVICH



“Not only can accessiBe identify me as a unique individual with a disability and also associate that info with that person’s name and any other information they can obtain from LinkedIn, Twitter, and public sources.” – Léonie Watson

```
<script>(function(){ var s = document.createElement('script'), e = ! document.body ?
document.querySelector('head') : document.body; s.src = 'https://acsbapp.com/apps/app/dist/
js/app.js'; s.defer = 'defer'; s.onload = function(){acsbJS.init({ statementLink: '',
footerHtml: '', hideMobile: false, hideTrigger: false, language: 'en', position: 'left',
leadColor: '#000000', triggerColor: '#000000', triggerRadius: '50%', triggerPositionX:
'left', triggerPositionY: 'center', triggerIcon: 'people', triggerSize: 'small',
triggerOffsetX: 3, triggerOffsetY: 3, mobile: { triggerSize: 'small', triggerPositionX:
'left', triggerPositionY: 'center', triggerOffsetX: 3, triggerOffsetY: 3, triggerRadius:
'50%' } }); }); e.appendChild(s);})();</script>
```



[IAAP.ORG](https://iaap.org)

# INTERNATIONAL ASSOCIATION OF ACCESSIBILITY PROFESSIONALS

The logo for the International Association of Accessibility Professionals (IAAP). It features the letters 'IAAP' in a bold, blue, sans-serif font. The 'I' and 'A' are connected, and the 'A' and 'P' are also connected, creating a stylized, continuous look.

Allowed accessiBe, an overlay company, to be a vendor at an IAAP conference.



W3C

WORLD WIDE WEB  
CONSORTIUM

Todd Libby - 8 November, 2022



 @toddlabby - Connect Tech

accessiBe, UserWay are W3C members after repeated harassment of accessibility professionals on social media platforms.

UserWay COO proposed an overlay W3C group, then when confronted about their motives, “rebranded” as “Accessibility at the Edge CG (Community Group).





PROFESSOR

Thaddeus J.

accessiBe

MIRACLE  
ELIXIR

MIRACLE  
ELIXIR

ENCHANTED SPRINGS, TX

MEDICINE MAN RAINMAKER



“Accessibility is a right, not a privilege.”

–ME... AGAIN

“The power of the Web is in its  
universality. Access by everyone  
regardless of disabilities an essential  
aspect.” — Sir Tim Berners Lee

<https://toddl.dev/slides>