



ADA WEBSITE ACCESSIBILITY STATEMENT

UPDATED AUGUST 2025

WHO WE ARE

Our company, **Data Driven Holdings (DDH)** is dedicated to serving the automotive industry. Our industry-leading brands deliver data-driven technology that powers intelligent advertising across all advertising mediums - websites, direct mail, email, search, social - offering our clients (**Clients**), primarily dealerships and automotive manufacturers, the most advanced sales and service marketing solutions in the business.

OUR AFFILIATES

This policy applies to DDH and each of our affiliates (**Affiliates**) on whose websites it is posted.

THE ADA LEGAL FRAMEWORK

The **American with Disabilities Act (ADA)** requires that publicly available websites be accessible to individuals with vision, hearing, physical and other disabilities. Although there is not yet a definitive legal standard as to what constitutes ADA compliance, there are industry best practices, the leading one of which is the **Web Content Accessibility Guidelines (WCAG)**.

OUR ADA PRODUCT SOLUTIONS

To better ensure our websites meet ADA requirements, we have partnered with AccessiBe, the leading web-accessibility technology. AccessiBe's AI-powered platform continuously monitors and adjusts sites to ensure compliance with the ADA and WCAG, while also offering user interface tools to enable consumers to adjust the website to accommodate their particular needs. The AccessiBe tool has proven highly effective in increasing accessibility and in deterring ADA lawsuits. Accordingly, because legal action against business websites continues to increase, we require our clients who wish to take advantage of our commitment to provide ADA compliant websites to install AccessiBe; by doing so, you agree to comply with their terms and conditions available at <https://accessibe.com/terms-of-service>.

OUR CONTRACTUAL COMMITMENT

In our client services agreements, we contractually commit to comply with all applicable laws and regulations, including the ADA. Clients may review these commitments in our **Terms & Conditions**, which are either attached to their agreement or available online via a link that is included in their agreement.

CLIENT OBLIGATIONS

Each business is ultimately responsible for ensuring that its products and services are ADA compliant. Here are some steps to consider:

- Install the AccessiBe solution on all websites.
- Review logos and color schemes to make sure they are easily visible and computer readable.
- Review video libraries (YouTube, Facebook, etc.) to determine if videos include sufficient audio and text descriptions.
- Ask outside vendors about their ADA compliance procedures and review their work product.
- Keep current on accessibility requirements and industry best practices.
- Consult legal counsel about the ADA and related laws and regulations.

This document is for information purposes only and is not intended as legal advice. Clients should consult with their own legal advisors to determine their ADA and other regulatory compliance requirements.