

American Disability Act Website Accessibility Under Title II of the ADA

Our company and Websites recognize and provide qualified individuals with disabilities equal access to their programs, services, or activities unless doing so would fundamentally alter the nature of their programs, services, or activities or would impose an undue burden. One way to help meet these requirements is to ensure that our websites have accessible features for people with disabilities, using the simple steps described in this document. Our organization also meet its legal obligations by providing an alternative accessible way for citizens to use the programs or services, such as a staffed telephone information line during business hours.

Please note that when listed herein as “our company” or “we,” “us,” or “our.” refers to Palmer Chiropractic and Wellness, LLC, dba. Howell Branch Chiropractic Spine and Injury Center.

A Few Basic Terms

To understand the basics of website accessibility, you need to know a few terms:

Webpage – an Internet-based document, usually in HTML format, that can contain a wide variety of information and multimedia content.

Website – a collection of web pages that are hierarchically organized around a homepage.

Web browser – a computer program that downloads web pages. It is the program installed on the computer that you use to access web pages on the Internet.

HTML – short for “hypertext mark-up language,” a common markup language used to present web pages. It tells the web browser how information should be structured and accessed.

Screen reader – a computer program that speaks written text. It allows a person to listen to the written text on a webpage or in a computer program. Screen readers read-only text; they cannot describe pictures or other images, even if the images are pictures of text.

HTML tags – specific instructions understood by a web browser or screen reader. One type of HTML tag called an “alt” tag (short for “alternative text”), is used to provide brief text descriptions of images that screen readers can understand and speak. Another type of HTML tag called a “longdesc” tag (short for “long description”), is used to provide long text descriptions that can be spoken by screen readers.

Refreshable Braille display – an electronic device that translates standard text into Braille characters and uses devices such as rounded pins on a refreshable display to create Braille text that can be read by touch.

Images With Text Equivalents

Blind people, those with low vision, and people with other disabilities that affect their ability to read a computer display often use different technologies, so they can access the information displayed on a webpage. Two commonly used technologies are screen readers and refreshable Braille displays. As discussed above, a screen reader is a computer program that speaks the text that appears on the computer display, beginning in the top-left corner. A refreshable Braille display is an electronic device that translates text into Braille characters that can be read by touch. These assistive technologies read text. They cannot translate images into speech or Braille, even if words appear in the images. For example, these technologies cannot interpret a photograph of a stop sign, even if the word “stop” appears in the image.

Because they only read the text, screen readers and refreshable Braille displays cannot interpret photographs, charts, color-coded information, or other graphic elements on a webpage. Our company utilizes a line of simple HTML code to provide text for each image and graphic will enable the user with a vision disability to understand what it is.

Our company utilizes the words in the tag can be more than a description. It often provides a text equivalent of the image. In other words, the tag often includes the same meaningful information that other users obtain by looking at the image. In some circumstances, longer and more detailed text is necessary to convey the same meaningful information that other visitors to the website can see.

Specifying Colors and Font Sizes

Although webpage designers often have aesthetic preferences and may want everyone to see their web pages in precisely the same color, size, and layout. But because of their disability, many people with low vision do not see web pages the same as other people. Some see only small portions of a computer display at one time, and others cannot see text or images that are too small or with certain colors. For these reasons, many people with low vision use specific color and font settings when they access the Internet – settings that are often very different from those most people use. For example, many people with low vision need to use high contrast settings, such as bold white or yellow letters on a black background. Others require just the opposite – bold black text on a white or yellow background. And, many must use softer, more subtle color combinations.

Our company enables the user to manipulate color and font settings in their web browsers and operating systems to make pages readable. Some web pages, however, are designed so that changing the color and font settings is impossible.

Our company utilizes websites that are designed so they can be viewed with the color and font sizes set in users' web browsers and operating systems. Users with low vision can specify the text and background colors as well as the font sizes needed to see webpage content.

Videos and Other Multimedia Lack Accessible Features

Due to increasing bandwidth and connection speeds, videos and other multimedia are becoming more common on the websites. These and other types of multimedia can present two distinct problems for people with different disabilities. People who are deaf or hard of hearing can generally see the information displayed on Web pages. But a deaf person or someone who is hard of hearing may not be able to hear the audio track of a video. On the other hand, persons who are blind or have low vision are frequently unable to see the video images but can hear the audio track.

Our company utilizes multimedia options to incorporate features that make them accessible to everyone. Provide audio descriptions of images (including changes in setting, gestures, and other details) to make videos available to people who are blind or have low vision. Our company provides text captions synchronized with the video images to make videos and audio tracks accessible to people who are deaf or hard of hearing.

Our company's Website Functionality:

- include a "skip navigation" link at the top of web pages that allows people who use screen readers to ignore navigation links and skip directly to webpage content;
- minimize blinking, flashing, or other distracting features;
- if they must be included, ensure that moving, blinking, or auto-updating objects or pages may be paused or stopped;
- design online forms to include descriptive HTML tags that provide persons with disabilities the information they need to complete and submit the forms;
- include visual notification and transcripts if sounds automatically play;
- provide a second, static copy of pages that are auto-refreshing or that require a timed-response;
- use titles, context, and other heading structures to help users navigate complex pages or elements (such as web pages that use frames).

We may modify or amend this ADA Notice from time to time at our discretion. It is your responsibility to review this page as often you deem necessary to see updates, and you acknowledge by using our service that you accept that responsibility to regularly check for changes. We encourage you to periodically review this ADA Notice to be informed.

