



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Mark A. Riccobono, President  
National Federation of the Blind  
200 East Wells Street at Jernigan Place  
Baltimore, MD 20230

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Riccobono:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

We appreciate your support of the complaint and order. Your comment highlights how essential accessibility is for blind people to be able to live, work, and participate in their communities, and details the harmful impacts of deceptive advertising about accessibility products.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



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FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Tzedek DC  
Attn: Marissa Ditkowsky (md@tzedekdc.org)  
District of Columbia David A Clarke School of Law  
4340 Connecticut Avenue NW, Suite 319  
Washington, DC 20008

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. Ditkowsky:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

We appreciate your support of the complaint and order. Your comment highlights how essential accessibility is to the financial health of people with disabilities, in particular their ability to participate in the economy by accessing goods and services and opportunities for employment. It also details the business benefits of connecting to persons with disabilities through accessible websites and emphasizes the harmful impacts of deceptive advertising about accessibility products.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

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Washington, DC 20580

April 21, 2025

Accessible Web, Inc.

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Accessible Web, Inc.:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

We appreciate your support of the Commission's action against accessiBe. Your comment calls attention to business and societal harms of deceptive advertising about accessibility products, especially when a product may increase rather than lessen barriers to products, services, and information, and when a website owner's well-intended use of ineffective products and services delays implementation of more effective ones.

Regarding your suggestion that the proposed order require the company to pay more in consumer redress, the Commission believes the proposed order provides comprehensive relief overall. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

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Secretary



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Washington, DC 20580

April 21, 2025

Jason Taylor  
UsableNet

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Taylor:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

We appreciate your support of the Commission's action against accessiBe. Your comment urges the Commission to consider broader harms of deceptive advertising about accessibility products to purchasers of such products, as well as to the disability community. Thank you for sharing information regarding litigation risks and costs, and numbers of accessibility lawsuits in the U.S. Regarding your suggestion that the proposed settlement reflect these broader harms, the Commission believes the proposed order provides comprehensive relief overall, which will have wide-ranging benefits. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

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April 21, 2025

Benjamin Sabelhaus

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Sabelhaus:

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Thank you for sharing your views about website accessibility. The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

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April 21, 2025

Melissa Martinez

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. Martinez:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

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Washington, DC 20580

April 21, 2025

Anonymous

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Anonymous:

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Thank you for sharing your views about website accessibility and experiences with accessibility overlays. The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

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April 21, 2025

Jason Bratcher

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Bratcher:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

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Thank you for sharing your views about website accessibility. The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

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April 21, 2025

Reiko Gallo

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Reiko Gallo:

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April 21, 2025

Jake Rosenthal

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Rosenthal:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

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April 21, 2025

Jobvious Inc.

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Jobvious, Inc.:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

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Thank you for your support of the Commission's action, and for sharing your views about website accessibility and experiences with accessibility overlays. The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

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April 21, 2025

Michael Soellacy

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Soellacy

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April 21, 2025

Anonymous

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Anonymous:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

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April 21, 2025

Jennifer DeMesquita

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. DeMesquita

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

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April 21, 2025

Sambhavi Chandrashekar

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Sambhavi Chandrashekar:

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April 21, 2025

Macro Salsiccia

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Salsiccia:

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April 21, 2025

Gabriela DiSarli

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. DiSarli:

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April 21, 2025

Kazuhito Kidachi

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Kazuhito Kidachi:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

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Thank you for your support of the Commission's action, and for sharing your views about website accessibility and experiences with accessibility overlays. The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Desiree Simeone:

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. Simeone:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for your support of the Commission's action, and for sharing your views about website accessibility and experiences with accessibility overlays. The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Jason McKee

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. McKee:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for your support of the Commission's action, and for sharing your views about website accessibility and experiences with accessibility overlays. The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Anonymous

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Anonymous:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for your support of the Commission's action, and for sharing your views about website accessibility and experiences with accessibility overlays. The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Ellice Sanchez

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. Sanchez:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for your support of the Commission's action, and for sharing your views about website accessibility and experiences with accessibility overlays. The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Experience Dynamics

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Experience Dynamics:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for your support of the Commission's action, and for sharing your views about website accessibility and experiences with accessibility overlays. The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Lainey Feingold

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. Feingold:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for your support of the Commission's action, and for sharing your views about website accessibility and your experiences with accessibility overlays. Your comment also calls attention to harmful impacts of deceptive advertising about accessibility products.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Adrian Roselli

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Roselli:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for sharing your views about website accessibility requirements and your experiences with accessiBe's overlay product. Although you generally support the Commission's complaint and order, you urge the Commission to impose additional requirements to address concerns about how accessiBe has publicly interpreted the settlement. Specifically, you suggest requiring accessiBe to acknowledge disability community feedback about accessWidget, and state in its marketing that the product does not make sites compliant with WCAG or other laws and may introduce risks of violations instead. The Commission believes the proposed order's Prohibition Against Deceptive WCAG Claims appropriately corresponds to the scope of the challenged advertising claims. Further, going forward, before the company makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The Commission, therefore, declines to adopt your recommendations.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best

be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Anonymous

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Anonymous:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for sharing your views about website accessibility and your experiences with accessibility overlays. Your comment, along with others, highlights the harmful impacts of deceptive advertising about accessibility products. While generally supporting the settlement, these comments ask whether the monetary relief imposed by the proposed order is enough of a deterrence in light of the harm caused by accessiBe's deceptive advertising. The Commission believes the proposed order provides comprehensive relief overall. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Stephen Clower

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Clower:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for sharing your views about website accessibility and your experiences with accessibility overlays. Your comment, along with others, highlights the harmful impacts of deceptive advertising about accessibility products. While generally supporting the settlement, these comments ask whether the monetary relief imposed by the proposed order is enough of a deterrence in light of the harm caused by accessiBe's deceptive advertising. The Commission believes the proposed order provides comprehensive relief overall. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Anonymous

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Anonymous:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

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Thank you for sharing your views about website accessibility and your experiences with accessibility overlays. Your comment, along with others, highlights the harmful impacts of deceptive advertising about accessibility products. While generally supporting the settlement, these comments ask whether the monetary relief imposed by the proposed order is enough of a deterrence in light of the harm caused by accessiBe's deceptive advertising. The Commission believes the proposed order provides comprehensive relief overall. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Mike Gifford

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Gifford:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for sharing your views about website accessibility and your experiences with accessibility overlays. Your comment, along with others, highlights the harmful impacts of deceptive advertising about accessibility products. While generally supporting the settlement, these comments ask whether the monetary relief imposed by the proposed order is enough of a deterrence in light of the harm caused by accessiBe's deceptive advertising. The Commission believes the proposed order provides comprehensive relief overall. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Anonymous

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Anonymous:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

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Thank you for sharing your views about website accessibility and your experiences with accessibility overlays. Your comment, along with others, highlights the harmful impacts of deceptive advertising about accessibility products. While generally supporting the settlement, these comments ask whether the monetary relief imposed by the proposed order is enough of a deterrence in light of the harm caused by accessiBe's deceptive advertising. The Commission believes the proposed order provides comprehensive relief overall. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Evelyn Wightman

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. Wightman:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for sharing your views about website accessibility and your experiences with accessibility overlays. Your comment, along with others, highlights the harmful impacts of deceptive advertising about accessibility products. While generally supporting the settlement, these comments ask whether the monetary relief imposed by the proposed order is enough of a deterrence in light of the harm caused by accessiBe's deceptive advertising. The Commission believes the proposed order provides comprehensive relief overall. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Alexander Stine

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Stine:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for sharing your views about website accessibility and your experiences with accessibility overlays. Your comment, along with others, highlights the harmful impacts of deceptive advertising about accessibility products. While generally supporting the settlement, these comments ask whether the monetary relief imposed by the proposed order is enough of a deterrence in light of the harm caused by accessiBe's deceptive advertising. The Commission believes the proposed order provides comprehensive relief overall. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Greg Alchin

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Alchin:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

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By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Anonymous

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Anonymous:

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April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Justin Sales

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Sales:

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April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Amber Armstrong

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. Armstrong:

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Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Costmo Catalano

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Catalano:

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United States of America  
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Washington, DC 20580

April 21, 2025

Steven Robinson

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Robinson:

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April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Anonymous

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

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April 21, 2025

Melinda Underwood

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. Underwood:

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Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Josh Hetrick

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

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United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Hope Williamson

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Ms. Williamson:

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United States of America  
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April 21, 2025

Anonymous

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

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April 21, 2025

Will Walsh

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

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April 21, 2025

Daniel Seagull

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

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Anonymous

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Dear Anonymous:

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The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

You question whether the monetary relief imposed by the proposed order is enough to deter future deceptive advertising. The Commission believes the proposed order provides comprehensive relief overall. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Buck Donovan

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Donovan:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

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The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Kat Shaw

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Kat Shaw:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for sharing your views about website accessibility overlays, as well as your concerns about the companies that sell website accessibility products and related lawsuits. Although you generally support the settlement, you believe that the monetary relief imposed by the proposed order is not sufficient. The Commission believes the proposed order provides comprehensive relief overall. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final

Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Jonathan Simeone

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Simeone:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comments regarding the above-referenced matter. The Commission has placed your comments on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for sharing your experiences with website overlays and their impacts on users with disabilities. Your comments provide critical insights about website accessibility tools and the necessity of accessible websites. Although you generally support the settlement, you believe that the monetary relief imposed by the proposed order is not sufficient to deter future deceptive advertising by accessiBe or others. The Commission believes the proposed order provides comprehensive relief overall, which will have wide-ranging benefits and send an important message to the industry. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

April 21, 2025

Karl Groves

Re: *In the Matter of accessiBe Inc.*, FTC File No. 222-3156

Dear Mr. Groves:

The Commission's analysis is aided by hearing from a variety of sources and we appreciate your comment regarding the above-referenced matter. The Commission has placed your comment on the public record pursuant to Section 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

The proposed order against accessiBe Inc. and accessiBe Ltd. (collectively, "accessiBe") settles charges that accessiBe made false or unsubstantiated claims, including through advertisements deceptively formatted as independent third-party articles, that its AI-powered web accessibility tool could make any website compliant with the Web Content Accessibility Guidelines ("WCAG"). The order would prohibit accessiBe's deceptive WCAG compliance claims, deceptively formatted advertisements, and material misrepresentations about any of its products or services. It would require accessiBe to disclose material connections with endorsers, and, before consumers incur financial obligations, the domain limitations of the company's automated products. The order would also require a \$1 million consumer redress payment.

Thank you for sharing your views about website accessibility and your experiences with accessibility overlays. Your comment also highlights the harmful impacts and societal costs of deceptive advertising about accessibility products. Although you generally support the settlement, you believe that the monetary relief imposed by the proposed order does not sufficiently reflect these harms and costs. In addition, you urge the Commission to consider whether enforcement against other overlay companies is appropriate. The Commission believes the proposed order provides comprehensive relief overall, which will have wide-ranging benefits and send an important message to the industry. In addition to the required consumer redress, going forward, before accessiBe makes claims related to its accessibility products' ability to make websites WCAG compliant, it must possess competent and reliable evidence to substantiate that those representations are true. Moreover, the proposed order prohibits material misrepresentations about *any* of the company's goods or services, including total cost, limitations, features, benefits, efficacy, nature, or central characteristics. The proposed order also prohibits deceptive reviews or endorsements, requires disclosure of material connections with endorsers, and requires accessiBe to disclose certain domain limitations before a consumer incurs a financial obligation.

The Commission believes the proposed order in the above-titled proceeding offers substantial protections to consumers and has now determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. Thank you again for your comment.

By direction of the Commission.

April J. Tabor  
Secretary