



CALIFORNIA BUSINESS OWNER HANDOUT

Received a Website Accessibility Demand Letter?

Start with facts—not panic.

A private demand letter is not a court judgment, court order, or automatic government fine. It should still be taken seriously. Preserve the letter and relevant website records, contact qualified counsel about the legal response, and document the website's technical condition before making unrecorded changes.

Formally served court papers are different.

Legal deadlines may apply. Contact qualified counsel immediately.

Where costs can arise

- The business's own legal counsel
- Statutory damages where state law permits them and liability is established
- Potentially recoverable claimant attorney's fees and costs
- Court, discovery, expert, and consultant expense
- Technical assessment, remediation, or rebuilding
- Retesting, documentation, staff time, and future monitoring

No amount is automatic simply because a letter was sent or a scan reported errors.

Free Website Accessibility Risk Snapshot

Receive a one-page preliminary report with:

- the public pages and paths sampled;
- a proprietary 1-100 Website Accessibility Exposure Score;
- initial observed barriers; and
- a prioritized next step.

The snapshot is not a comprehensive audit, legal opinion, certification, or prediction of whether a claim will occur.



Scan the labeled QR code or visit: www.bowmanranchgroup.com/risk-snapshot

A calm first-response checklist

1. Preserve the letter, envelope, emails, attachments, and related records.
2. Contact qualified counsel promptly.
3. Ask counsel how communications and evidence preservation should be handled.
4. Preserve available backups, logs, source files, and a dated record of the current website.
5. Obtain a defined-scope technical assessment.
6. Prioritize and document remediation.
7. Retest with automated and knowledgeable human methods.
8. Publish an accurate assistance method and assign ongoing accessibility ownership.

California note

Conditional statutory language

If liability under the covered provisions is established, California Civil Code section 52(a) provides for actual damages and an amount of no less than \$4,000 for each offense, plus attorney's fees as determined by the court. That amount is not automatically owed for each website page, coding error, tool alert, or demand letter. Specific exposure requires analysis by qualified counsel.

How The Bowman Ranch Group helps

We provide technical accessibility audits, remediation, accessible rebuilds, post-remediation validation, and organized documentation that a client may share with its counsel.

Accessibility Audit, Remediation & Documentation Package

Typically \$4,500-\$8,000

Final scope and price depend on the website, platform, source access, third-party components, current condition, essential user paths, and agreed testing scope.

Text: 805-402-2312 · Email: contact@bowmanranchgroup.com · Web: www.bowmanranchgroup.com · Yucca Valley, CA 92284

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