

The European Accessibility Act (EAA)

What banks need to know

The European Union (EU)'s European Accessibility Act became law in 2019, and organizations that do business in the EU must implement its provisions by 2025.

To support banks in their ongoing journey to make their services more accessible for everyone, we have pulled together this brief guide outlining the Act's provisions and how they might impact banks, their payment services and their customers.



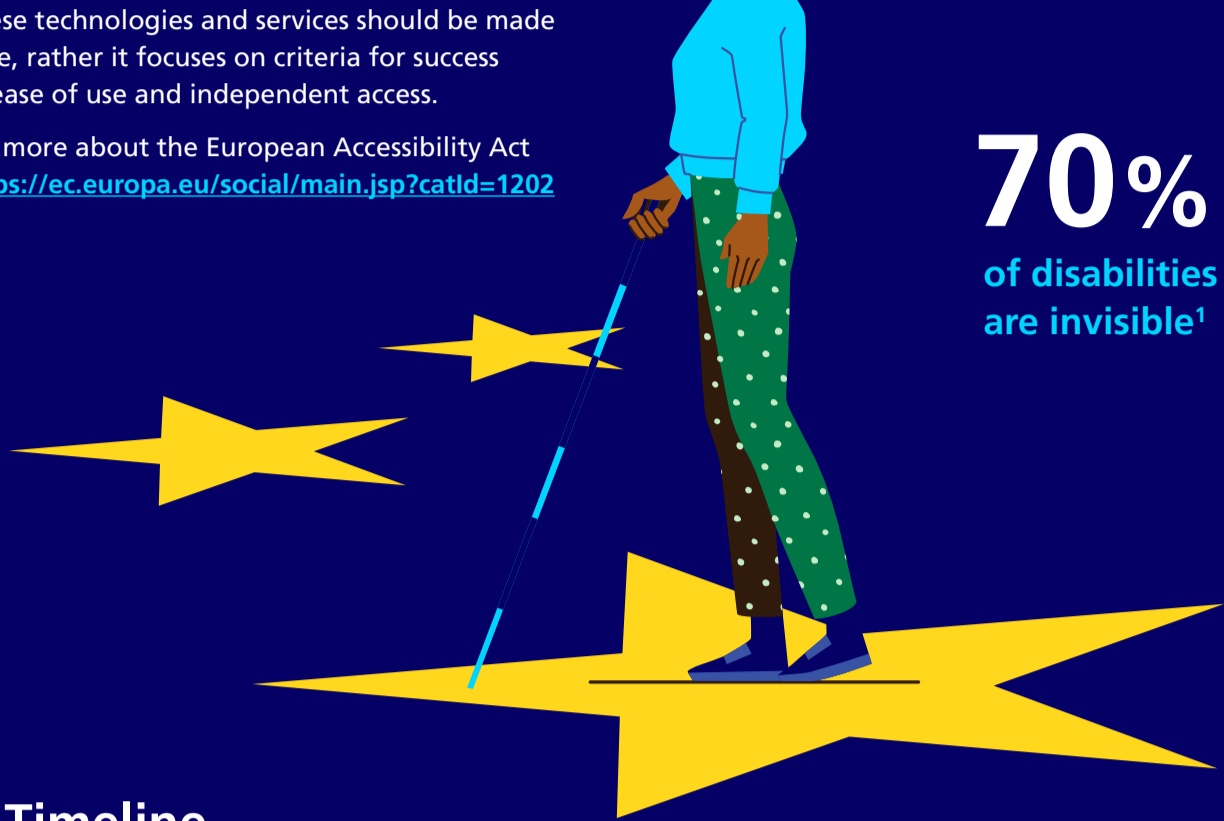
What is the EAA?

The European Accessibility Act is a directive that aims to improve the functioning of the internal market for accessible products and services in private organizations such as banks, by removing barriers created by divergent rules in Member States.

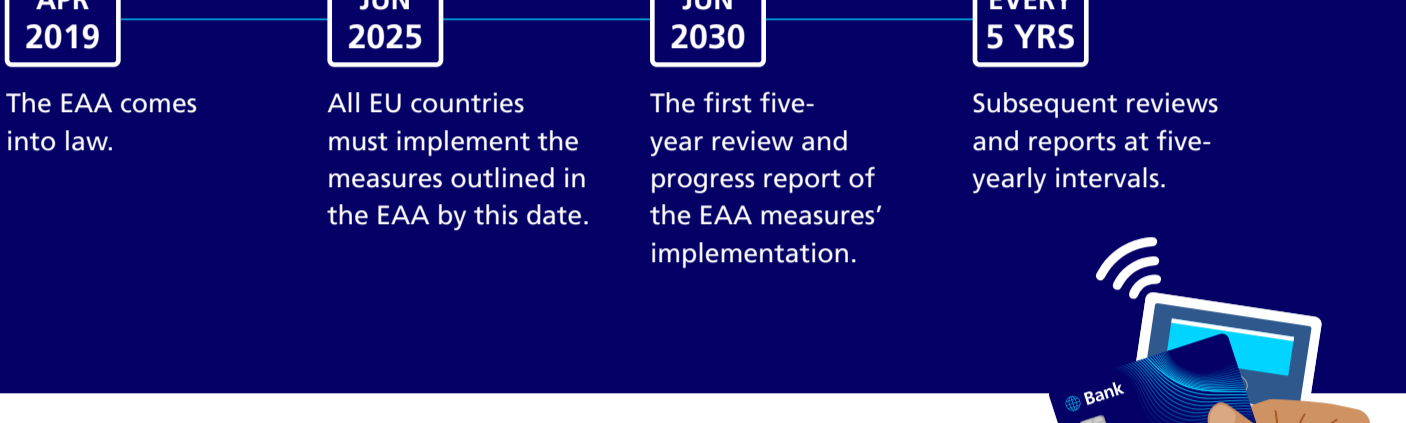
What does the act cover?

The Act sets out a clear set of areas that must incorporate accessibility in their design, from information displays and eCommerce to physical payment terminals. The act does not define exactly how these technologies and services should be made accessible, rather it focuses on criteria for success around ease of use and independent access.

Find out more about the European Accessibility Act here <https://ec.europa.eu/social/main.jsp?catId=1202>



EAA Timeline



How does the EAA affect banks?

While the EAA doesn't contain any specific instructions or common definitions on how products and services should be made accessible, it's likely that the changes it mandates will affect a range of banking and financial services that are already on the market.

There are three main areas of business which could be impacted by the changes:

Onboarding services

Information from banks should be easy to retrieve, understand, and interpret, whether issued physically or digitally.

Banking information: Information from banks should be easy to retrieve, understand, and interpret, whether issued physically or digitally. This also impacts the initial letters that banks send as part of their onboarding processes for new customers.

Physical payments

In-person payments must be easy and straightforward to access and navigate.

- Payment cards:** Ensuring that cards provide clear indication or support to enable accessibility such as a notch, braille or larger font.
- ATMs, ticketing and check-in machines:** User interfaces and features of these machines must be usable and intuitive for everyone - especially those with impairments. Digital screens must adhere to the Web Content Accessibility Guidelines.
- Payment terminals:** User interfaces and features of these machines must be usable and intuitive for everyone - especially those with impairments.

Digital payments

End-customers must be able to independently navigate, understand, and interact with any web or mobile interface.

- Visibility on websites and mobile applications:** End-customers must be able to independently navigate, understand, and interact with the interface.
- Online application portals:** Customers must be able to independently navigate, understand, and interact with application forms and the forms must adhere to the WCAG.
- Marketing and information pages:** End-customers must be able to independently navigate, understand, and interact with any web or mobile interface.
- E-commerce, including check-out and payments:** Provide "identification methods, electronic signatures, and payment services which are perceivable, operable, understandable and robust."

135m

persons with disabilities living in Europe²

How we can help

Giesecke+Devrient (G+D)'s More Accessible Payments initiative is dedicated to creating a barrier-free payment landscape. Beyond just tools and platforms which enable physical and digital payments, it embodies a social commitment, promoting co-creation, amplifying awareness, and rallying collective action to achieve an inclusive payment environment for all.

73%

of people living with disabilities are unable to complete basic transactions on 25% of the websites they visit.³

Co-creation for accessible innovation

We work with communities, NGOs and other organizations to co-create solutions that deliver fairer, more convenient payments for everyone, meeting all of their payment needs.



Working towards accessible payments—together

We know that it will take concerted effort and action from every part of the payment ecosystem, working with the market, academia, and NGOs to truly make payments more accessible. Together, we can raise awareness of the challenges, collaborate, and co-create solutions that make these challenges a thing of the past. If you'd like to join the discussion and work towards barrier-free payments for all – please get in touch.



About Giesecke+Devrient

Giesecke+Devrient (G+D) is a global SecurityTech company headquartered in Munich, Germany. G+D makes the lives of billions of people more secure. The company shapes trust in the digital age, with built-in security technologies in three segments: Digital Security, Financial Platforms and Currency Technology.

G+D was founded in 1852 and today has a workforce of more than 14,000 employees. In the fiscal year 2022, the company generated a turnover of 2.53 billion euros. G+D is represented by 123 subsidiaries and joint ventures in 40 countries.

Contact us today to find out more about how we can help your business: epayments@gj-de.com

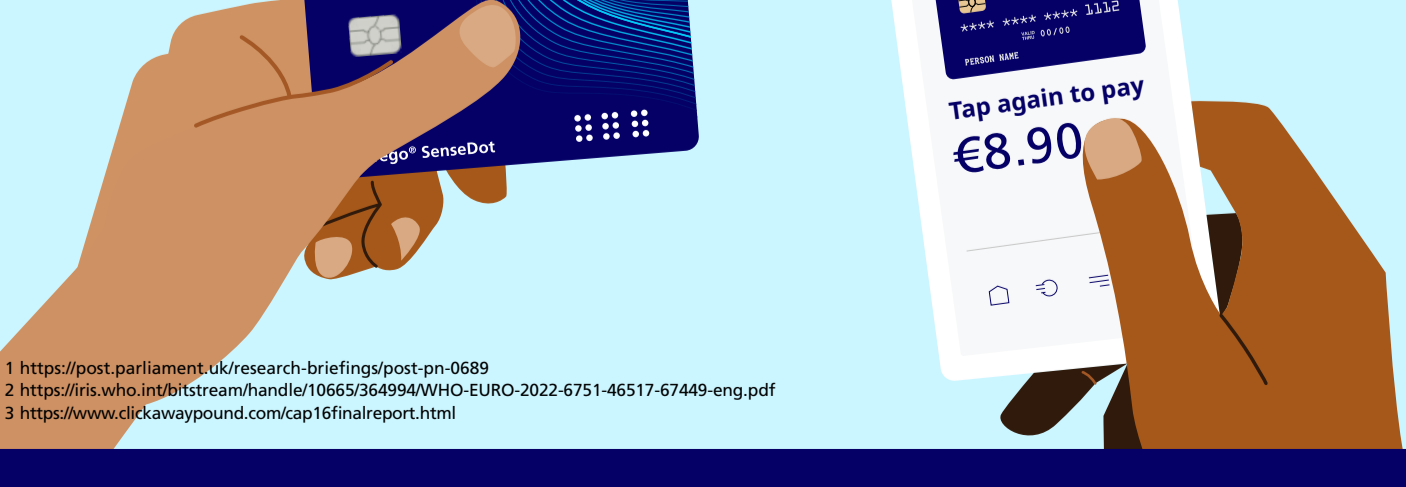
About Netcetera

Netcetera is a pioneering Swiss software company with forward-thinking digital solutions across the banking, payment, mobility, healthcare, and publishing industries. Netcetera creates growth opportunities for the businesses it works with by pushing the boundaries of digital possibilities. Netcetera is an expert at delivering seamless and secure user journeys within highly secure and privacy-driven environments. With its expertise and over 25-year track record, the company develops future-proof and scalable software that creates value for its clients and consumers.

Founded in 1996, Netcetera is a business of about 800 experts at its headquarters in Zurich, Switzerland, and its locations in Europe, Asia, and the Middle East.

Since 2020, Netcetera has been the digital powerhouse within the global security tech group Giesecke+Devrient (G+D).

Further information on info@netcetera.com and netcetera.com



1 <https://post.parliament.uk/research-briefings/post-pn-0689>
 2 <https://irs.who.int/irs/team/handle/10655/364994/WHO-EURO-2022-6751-46517-67449-eng.pdf>
 3 <https://www.cjcikawaypound.com/cap16finalreport.html>