



# Simplified Website Compliance Solutions

Create a transparent & inclusive digital experience for  
your local community.



Prepared exclusively for



CERTIFIED FOR





# Unique Leadership Model

## **Experience:**

Obtained my C.P.A.C.C.(Certified Professional in Core Competencies) after a 25 year in collegiate athletics. I have now utilized my leadership skills to work with agencies to bring more awareness to digital compliance.

## **Widespread Market Adoption:**

Clym's partners include Get Pinnacle AI, Shift In Marketing, and other leading agencies to provide a simplified digital compliance solution with steady revenue stream.

## **Quick and Easy Deployment:**

No technical integration, installation across multiple platforms, and Clym handles all necessary regulation updates.

## **Big Value, Small Cost:**

Clym's ReadyCompliance® solution can be deployed by members in ten minutes or less, adding significant value at a fraction of retail pricing



**Johnathan Brabson**  
Referral Partnership Manager



## Something to think about:

A website represents brand, mission, & 1st impression?

Website compliance sounds like a huge task both financially and time commitment?

I want my website to assist with.....

How much responsibility do I have to my clients?



# Website Compliance Challenges

## Accessibility



- Legal exposure
- Brand Impact/ Reputational damage
- Lost revenue opportunities
- Cost

## Data Privacy



- Regulatory enforcement spike
- Laws vary state to state
- Complexity of compliance
- Lack of automation

## Document Generation



- Cost for drafting and maintenance
- Laws require consistent updates
- Knowing what is required

## Additional Challenges



- Healthcare merchants - HIPAA violations
- Chatbots - wiretapping violations



# Cookie Consent Management

Process used to inform website visitors about how their data is being tracked & obtain their explicit permission before doing so.

## Key Points:

- The EU & UK were the first to implement a cookie consent law in 2018
- California followed in 2020
- Currently there are over 150 global regulations
- 20 states have various forms of a cookie consent law





# Cookie Consent Management

Your business location does not matter, it is the location of the visitor to the website.

Essential details:

- Transparent Classification
  - Automatically detect & categorize cookies
  - Plain-Language Disclosure
- Prior Consent (Zero-Cookie Load)
  - Auto-Blocking for non-essential cookies until after consent
  - Opt-in (GDPR) vs. Opt-out (US State laws)
- Preference Management & Control
  - Granular choice: individual selection of each category
  - Easy withdrawal: simple way to change their mind
- Legal Proof (Audit trail/CYA feature)
  - Real-time consent receipts
  - Non-interference: clear way to make informed decision



# Data Subject Requests (DSRs)

Formal request from an individual to a company asking for control over the P.I.I that the company has collected on you.

Key issues:

- Each global regulation has various DSRs
  - Most implement the Big 5
    - Right to know/access
    - Right to delete
    - Right to correct
    - Right to portability (CSV file)
    - Right to opt-out
  - Intake & Identification
  - Executing the request with specific timeframe
    - Each jurisdiction has different timeframes





# Legal Documents

Even if you collect an email address, you should consider:

- Privacy policy—almost every jurisdiction
- Notice at collection—required by California
- Cookie policy—can be part of privacy policy
- Data processing agreements—required for B2B
- Accessibility statements—not a require privacy policy but required by the ADA.

The image shows two overlapping interface elements from the Clym platform. The top element is a 'Cookies' list view with three entries: 'clym\_privacy' (CLYMI.O PRIVACY WIDGET), 'clym\_privacy' (CLYMI.O PRIVACY WIDGET), and 'clym\_widget' (CLYMI.O PRIVACY WIDGET). The bottom element is a 'Add cookie' dialog box. It contains fields for 'Cookie data' (Technology, Name, Description, Domain, Secure, Http only, Persistent, Duration, Service / Embedded Content), 'Display' (Days, Hours, Minutes), and a 'Display' dropdown set to '2 cookies'. The Clym privacy policy interface is visible in the background, showing sections for 'Essential' (which is turned on), 'First-party' (which is turned on), and 'Third-party' (which is turned off). It also includes a 'Clym.io Privacy Widget' section with toggle switches for 'Accessibility', 'Privacy', 'Legal', and 'Company'.



# Digital Accessibility

**The practice of making digital content & products, such as websites, apps, & documents usable by everyone, including people with disabilities.**

- People with Visual Impairments
- People with Hearing Impairments
- People with Cognitive Disabilities
- People with Motor Disabilities
- Elderly/Aging Population
- People with Temporary Disabilities



# Evolution of Web Accessibility

1990: Introduction of the American with Disabilities Act

**1998: Section 508 holds federal agencies and those receiving federal funds to make digital information accessible for those with disabilities.**

1999: W.C.A.G. (Web Content Accessibility Guidelines developed by World Wide Web Consortium)

2008: W.C.A.G. 2.0 introduced P.O.U.R. (Perceivable, Operable, Understandable, Robust) and 3 levels of conformance (A, AA, AAA)

2010: Department of Justice recognized websites as a place of public accommodation

2019: First published ruling affirming Unruh Act/ADA applies to websites People with Visual Impairments

2026, April: State & local government entities with a population > 50 K + must adopt WCAG 2.1 AA standards

2027, April: State & local government entities with a population < 50K must adopt WCAG 2.1 AA standards



# Why Digital Accessibility Matters

- Align with Core Values
- Expand your Audience
- Improve Revenue Opportunities
- Better User Experience (UX)
- Greater Visibility & Trust
- Reach a Diverse Community
- Increased Brand Reputation & Community Trust
- Positive Impact on Local Economy



**IT IS THE RIGHT THING TO DO!**



# 2025 Year-End Report

## Top Verticals Targeted



- Restaurant & Retail—35%
- Fashion & Apparel—25%

## Small Businesses at Risk



- Most lawsuits targeting SMBs > \$25M revenue
- Lack of legal resources / more likely to settle
- Settlements more material to SMB financials

## Lawsuit Trends



- 23% ADA lawsuit increase
- Plaintiffs leveraging AI to identify violations and draft complaints

## Financial Impact



- Average settlement: \$20,000
- Access to \$490 B in after-tax income
- \$5K in annual tax credit for improving website accessibility



# Typical Member Use Cases\*

Industry	Privacy	Accessibility	HIPAA	Age Gating	Policy Generator	Wiretapping	AI Assistant	VPPA	Blocking/VPN Detection
Restaurant	✓	✓			✓		✓		
Retail	✓	✓			✓	✓	✓		
Professional Services	✓	✓			✓	✓	✓	✓	
E-commerce	✓	✓			✓	✓	✓	✓	
Hospitality	✓	✓			✓	✓	✓		
Healthcare	✓	✓	✓		✓	✓	✓		
Government		✓	✓		✓		✓	✓	
Education	✓	✓			✓		✓		
CBD	✓	✓		✓	✓	✓	✓	✓	✓



# Clym in Action



# What's Next?

## Identify gaps in both compliance and accessibility

- Utilize an accessibility tool and compliance scanner

## Develop and document a plan to improve the website code

- Prioritize quick wins
- Widgets can be installed in minutes and no coding experience is necessary

## Review, update, or develop legal documents through the Clym document generator

- Privacy Policy
- Cookie Policy
- Accessibility Statement
- Terms & Conditions

## Commit to digital reviews

- 1x/ quarter
- After page redesigns
- After major rebuilds



# All-in-one Member Website Compliance Solution

## Accessibility



- Automated UX modifications
- Developer tools
- User-specific profiles

## Privacy



- Automated cookie consent management
- Data subject requests
- Geo-fenced technology

## Document Generation



- Generate and maintain required policies:
  - Privacy and cookie policies
  - Accessibility statement
  - Terms & Conditions
  - EULA and more

## Additional Benefits



- All-in-one solution: only 1 system to manage
- "Set it and forget it" capabilities
- Default settings for 150+ regulations
- Easy installation - 10 minutes or less
- Industry-specific solutions (healthcare, e-com)



# Why Agencies Partner with Clym:

## Member Benefits

- **All-in-One Approach:** Clym's solution provides members with an easy to deploy solution for 150+ global laws and a policy generator
- **ReadyCompliance®:** Laws are constantly evolving; Clym's default settings are updated as regulations change, keeping your merchants up-to-date in real-time
- **Accessibility Features:** Widget, statements, issue reporting, and testing
- **Various plans to fit your business:** Reseller Partnership vs. Referral Partnership
- **Complimentary solution:** Agency partner receives Clym at no cost
- **Access to compliance tools:** Accessibility tool, compliance scanner, and compass
- **Ongoing assistance:** Receive installation assistance and comprehensive training on Clym platform
- **Portal access:** Track and manage all your customers



clym



Scan Your Website



# clym

Stay on the safe side.®



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