



CERTIFIED FOR



Simplified Website Compliance Solutions

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



NEXUS HUB

Where Growth Meets Community

Prepared exclusively 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



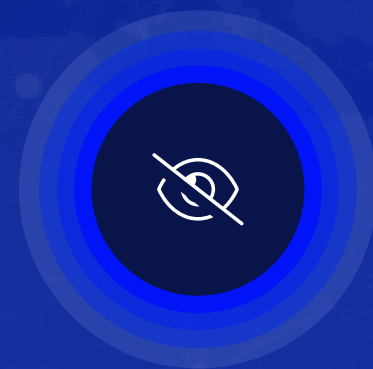
Accessibility

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



Document Generation

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



Data Privacy

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



Additional Challenges

- Healthcare merchants - HIPAA violations
- Chatbots - wiretapping violations



Cookie Consent Managment

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 Managment

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

Essential details:

- Transparent Classification
 - Automatically detect & catagorize 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 catagory
 - 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

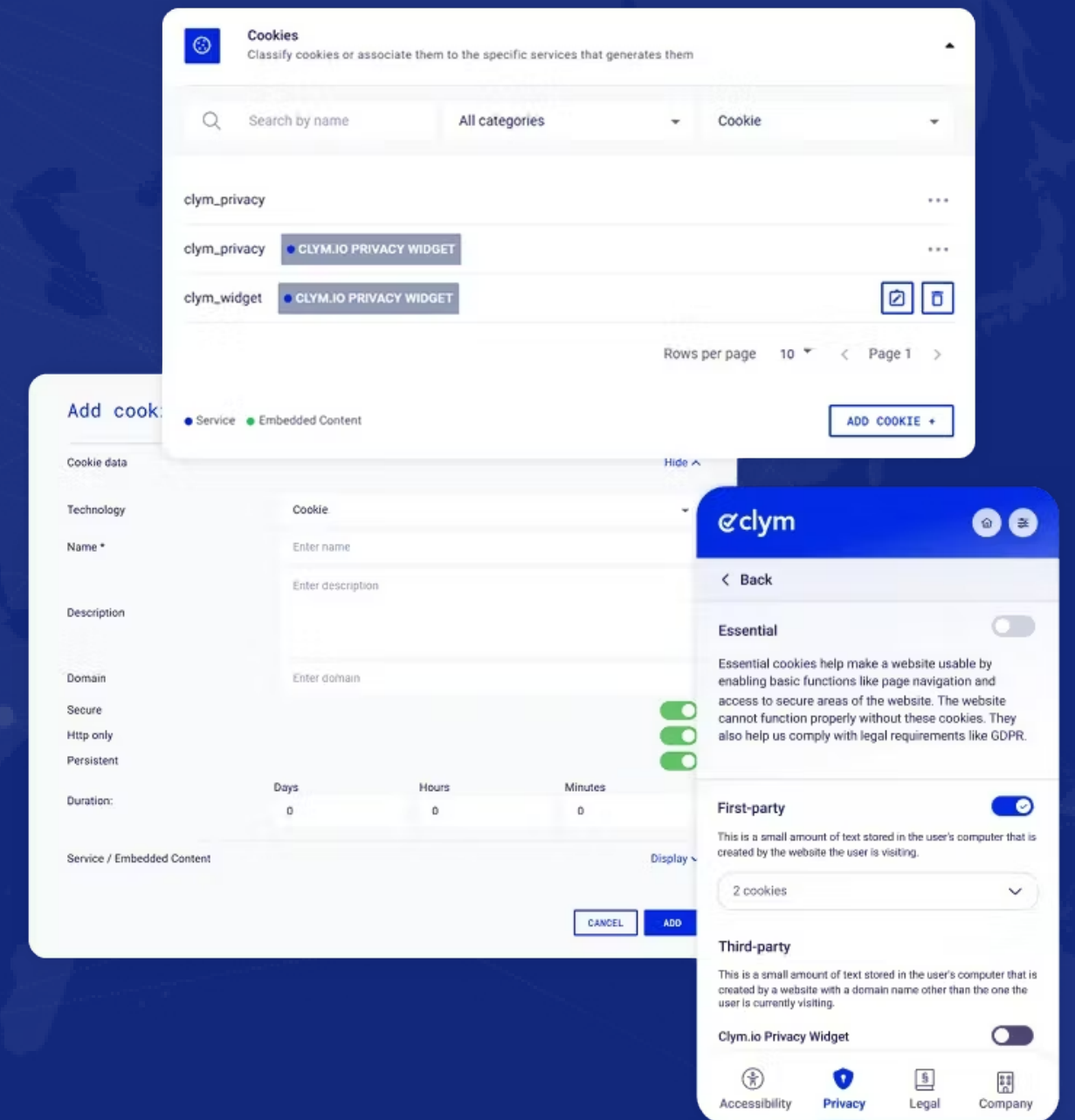




Legal Documents

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.





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	✓	✓		✓	✓	✓	✓	✓	✓

*Individual members may use Clym's functionality differently than displayed above. Full functionality is available to all merchants.



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/ quater
- After page redesigns
- After major rebuilds



All-in-one Member Website Compliance Solution

Accessibility

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

Document Generation

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

Privacy

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

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





Scan Your Website



Stay on the safe side.®



johnathan.brabson@clym.io