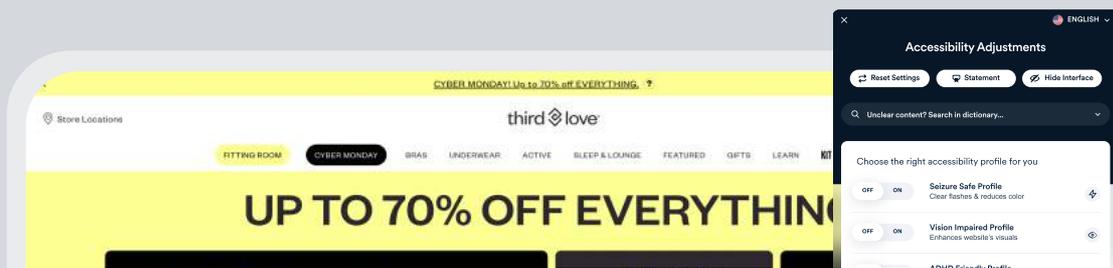


How an inclusive lingerie company overcame false accessibility allegations



Overview

ThirdLove is an American lingerie brand founded in San Francisco, California in 2013. As a company dedicated to providing fit and comfort for all women, inclusion has always been at the heart of its business. This means ensuring that its website is fully accessible to customers with disabilities. To fulfill this commitment, the ThirdLove team partnered with accessiBe, recognizing it as the best solution for their diverse needs.

Despite these efforts, last year, ThirdLove was targeted by serial accessibility plaintiffs and faced two lawsuits in both California and Pennsylvania.

“

Although ThirdLove installed the accessiBe software, a plaintiff’s lawyer nonetheless threatened to sue ThirdLove on the ground that the website was not accessible. In response to this, I reached out to the accessiBe team to evaluate whether what the lawyer was alleging was true. It turned out that the allegations made by the lawyer were false and misleading, and ThirdLove determined then to fight them.

Phillip L. Spector, General Counsel at ThirdLove

The Process

ThirdLove leveraged accessiBe’s litigation support services and received a comprehensive package including:



Access to an expert
ADA lawyer



Robust compliance
documentation



Manual and automated
accessibility reviews



Meticulous website
audit

The Outcome

Within six months, the case against ThirdLove in California was dismissed by the plaintiff, and after an additional two months, the suit in Pennsylvania met the same outcome. ThirdLove incurred no settlement costs and both law firms completely withdrew their allegations.



“

In a situation where other companies might have settled (to avoid the nuisance and risk of a lawsuit), accessiBe - by investing significant resources - gave ThirdLove senior management the necessary confidence to fight the charges. The outcome was a successful one, in that the plaintiff’s lawyer backed off, and there is no lawsuit pending.

Phillip L. Spector, General Counsel at ThirdLove