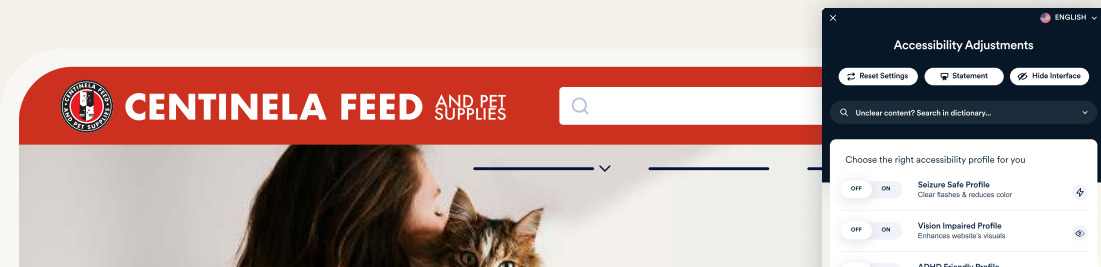


How a top pet supply retailer overturned an accessibility lawsuit without settling



Overview

Centinela Feed is a family-owned chain of retail pet supply stores in Southern California. Acknowledging the importance of internet accessibility, Centinela Feed became an accessiBe customer just over three years ago to provide an inclusive experience for all users. However, challenges emerged following the recent increase in accessibility-related lawsuits. In August 2023, Centinela Feed received a complaint alleging that its website violated the California UNRUH Civil Rights Act, citing accessibility issues.

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Unfortunately, we live in a very litigious society, and anyone can sue anyone for any reason with or without proper cause. That’s what happened to us.

Quade Story, Senior E-Commerce Division Manager at Centinela Feed

The Process

In their time of need, Centinela Feed turned to accessiBe's litigation support services for assistance, which included:



Access to an expert
ADA lawyer



Robust compliance
documentation



Manual and automated
accessibility reviews



Meticulous website
audit

The Outcome

Thanks to accessiBe’s collaboration, the law firm pursuing the suit withdrew their allegations, resolving the case in just two and a half months. Remarkably, the Centinela Feed team didn’t have to pay any settlement costs.



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The case against us is being dismissed. Their claims were unfounded, and with accessiBe's assistance and their investment of resources, the law firm bringing the suit quickly realized they were in the wrong and would be dismissing their case against us. The communication between us and accessiBe was greatly appreciated.

Quade Story, Senior E-Commerce Division Manager at Centinela Feed