

Accessibility Statement

Heidelberg

Marketing GmbH

Accessibility Statement

The online services provided by Heidelberg Marketing GmbH aim to offer a comprehensive and diverse source of information for everyone interested in tourism in Heidelberg. This includes people with disabilities or other impairments.

Heidelberg Marketing GmbH is committed to making its website accessible in accordance with legal requirements to ensure equal digital access for people with disabilities. The company strives to enable unrestricted use of its online services for all users.

1. Scope of This Statement

This accessibility statement applies to the website www.heidelberg-marketing.com.

2. Legal Framework and Standards

- This website complies with the Directive (EU) 2016/2102 on the accessibility of the websites and mobile applications of public sector bodies. In Germany, this directive has been implemented through the Accessible Information Technology Ordinance (BITV) 2.0.
- Heidelberg Marketing GmbH implements the technical requirements according to the harmonized European Standard EN 301 549 V2.1.2 (August 2018), which is based on the Web Content Accessibility Guidelines (WCAG).
- At the state level, the Baden-Württemberg State Disability Equality Act (L-BGG) and the corresponding L-BGG Implementation Ordinance (L-BGG-DVO) apply.
- Starting June 28, 2025, the German Accessibility Strengthening Act (BFSG) will also be applicable to relevant digital services.

3. Status of Accessibility Compliance

The website of Heidelberg Marketing GmbH is largely compliant with the aforementioned requirements but is not yet fully accessible. Some areas still require improvement, such as alternative texts for images, subtitles or audio descriptions for video content, and the keyboard accessibility of interactive elements.

4. Continuous Improvement

Heidelberg Marketing GmbH is continuously working to improve digital accessibility. Regular evaluations and updates are conducted to ensure technical and content-related compliance.

A complete website relaunch is currently in preparation and scheduled to go live by the end of 2025. The new website will fully meet all applicable legal requirements.

5. Feedback and Contact

If you experience any accessibility barriers or have suggestions or questions related to accessibility, please contact:

Heidelberg Marketing GmbH
Neuenheimer Landstraße 5
69120 Heidelberg, Germany
Phone: +49 6221 58 44 444
E-mail: kommunikation@heidelberg-marketing.de

6. Enforcement Procedure

If you believe that you have been disadvantaged due to insufficient accessibility of this website and do not receive a satisfactory response within four to six weeks, you may contact the responsible enforcement body:

Ministry of Social Affairs, Health and Integration Baden-Württemberg
Else-Josenhans-Straße 6
70173 Stuttgart, Germany
Phone: +49 711 279-3360
E-mail: poststelle@bfbmb.bwl.de

7. Statement Status

This accessibility statement is reviewed and updated regularly.
Last reviewed on: June 27, 2025