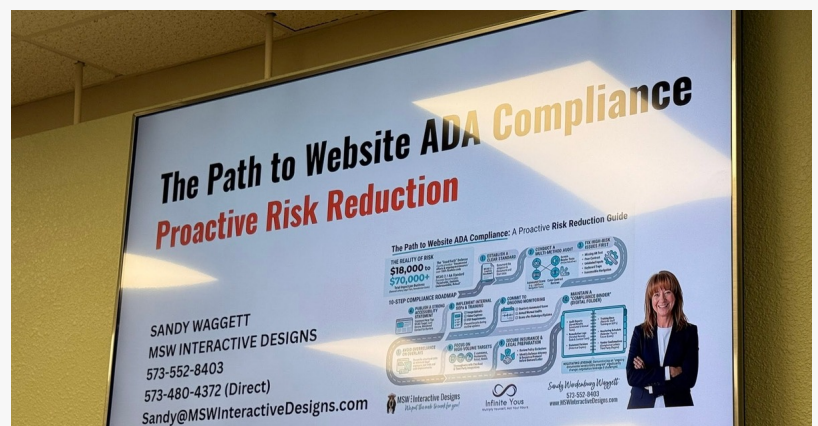


MSW Interactive Designs to Present ADA and CIPA Website Compliance Session in Columbia

August 20 session will address website accessibility and CIPA-related website-tracking risk for hotel and tourism partners.

COLUMBIA, MO, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Sandy Wardenburg Waggett, founder of [MSW Interactive Designs](#) LLC, will present a 45-minute educational session on [ADA website compliance](#) and California Invasion of Privacy Act (CIPA) website-tracking risk for hotel and tourism partners of the [Columbia Convention and Visitors Bureau](#) on Thursday, August 20.



A presentation slide from Sandy Wardenburg Waggett's ADA website compliance session, which led to her August 20 program for Columbia hotel and tourism partners.

The session is scheduled for approximately 4 p.m. at the Columbia Sports Fieldhouse, 4251 Philips Farm Rd., following the Convention and Visitors Bureau's hotel sales meeting. The program will address website accessibility, common online barriers, and the privacy questions raised by data-collection technologies used on modern websites.

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Hotel and tourism leaders need clear, practical context before an accessibility or privacy concern becomes an urgent business issue.”

*Sandy Wardenburg Waggett,
Founder, MSW Interactive
Designs*

The engagement follows Waggett's June presentation at the Missouri Society of Association Executives Coffee & Conversation meeting in Jefferson City. Terra Nuzum, senior tourism sales specialist for the City of Columbia Convention and Visitors Bureau, attended that session and invited Waggett to present a focused version for Columbia's hotel and tourism community.

“I saw Sandy's presentation at the Missouri Society of Association Executives Coffee & Conversation meeting in June, and we believe this session will be highly beneficial for our hotels and other industry partners,” said Nuzum.

Website accessibility is a current business issue across Missouri. More than 100 Missouri businesses had been targets of website accessibility lawsuits, according to 2025 reporting cited by the Missouri Independent. A separate 2026 review by Seyfarth Shaw identified 121 website-accessibility suits filed in Missouri during 2024 and 2025. The session will focus on practical awareness of ADA website compliance and the value of a structured website accessibility audit.

Waggett will also cover CIPA-related website-tracking exposure. Enacted in 1967, California's Invasion of Privacy Act predates the commercial internet, but current claims have alleged that pixels, analytics platforms, session-replay tools, chat widgets and similar technology can capture or transmit information from website visitors without adequate consent. Courts have reached differing conclusions based on the technology, data involved, consent flow and venue.

"Hotel and tourism leaders need clear, practical context before an accessibility or privacy concern becomes an urgent business issue," said Waggett. "The starting point is an honest inventory of the website, the experience it provides visitors and the tracking tools operating behind the scenes. That gives an organization a meaningful basis for improvements and a more informed conversation with its legal counsel."

The presentation is educational and is not a substitute for legal advice. It will explain why businesses outside California can face CIPA-related claims when websites collect or share information from California visitors, while emphasizing that legal requirements depend on an organization's specific technology, user base and facts.

MSW Interactive Designs provides ADA website compliance support, website accessibility audits and implementation planning as part of its website, marketing and AI services. The agency will provide the session at no cost to the Columbia Convention and Visitors Bureau's hotel and tourism partners.

About MSW Interactive Designs LLC

MSW Interactive Designs LLC is a Lake Ozark, Missouri-based marketing and AI implementation firm founded in 1999. The company develops strategic websites, website accessibility solutions, SEO and AI SEO, marketing automation and custom AI systems for businesses and thought leaders. MSW Interactive Designs has served more than 2,850 small businesses nationwide. Learn more at <https://mswinteractivedesigns.com>.

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