

JavaScript access

Reading the values of these attributes out in [JavaScript](#) is also very simple. You could use [getAttribute\(\)](#) with their full HTML name to read them, but the standard defines a simpler way: a [DOMStringMap](#) you can read out via a [dataset](#) property.

To get a data attribute through the `dataset` object, get the property by the part of the attribute name after `data-` (note that dashes are converted to [camel case](#)).

Issues

Do not store content that should be visible and accessible in data attributes, because assistive technology may not access them. In addition, search crawlers may not index data attributes' values.