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Comments from International Air Transport Association (IATA) on a secure and accessible government e-identification (SOU 2023:61)

The International Air Transport Association (IATA) is a global trade association, representing some 320 airline members across the world and accounting for 83% of total global air traffic. Our members include approximately 50 airlines operating air services to/from Sweden. IATA supports many areas of aviation activity and helps to formulate industry policy on critical aviation issues to drive a safe, secure, and a sustainable industry. For more information on IATA and its work, you can visit www.iata.org

IATA supports a seamless customer journey with digital identities for passengers and industry partners and looks forward to participating in the upcoming discussions on the next steps. We would also like to provide our position papers covering the full end-to-end experience, including distribution, and highlighting the lines of work IATA is performing on the digital identity under OneID.

If you have any questions or concerns, please don't hesitate to contact us at IATA.

Catrin Mattsson
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IATA

Digital Identity for Distribution

Digital Identity for Distribution (B2B Digital Identity) enables the secure identification and authentication of organizations involved in the travel distribution chain while removing the dependency on intermediaries.

IATA plays a key role in supporting the aviation industry to operate more effectively by providing different players with codes and identities commonly recognized across the value chain, for example the IATA airline designators (e.g., AF), location codes (e.g. CDG), and IATA agency codes.

As airlines move towards Modern Airline Retailing and the implementation of Distribution with Offers & Orders (NDC) standards, identification and codes need to adapt to a non-legacy environment to enable airlines to create offers based on the identity and profile of the seller involved.

Transforming identity management in the airline industry

Digital Identify for Distribution is built on open standards such as the W3C's Decentralized Identifiers and Verifiable Credentials standards leveraging cutting-edge technology to ensure holders are always in control of their identity. These standards ensure a modern, interoperable approach to identity management fit for today's world.

As the industry evolves towards Airline Retailing, several weaknesses have been identified in the current identity process:

- Airlines are not able to fully identify all parties in the distribution value chain
- Current IATA coding structures cannot scale to cover all parties
- Current codes do not provide end-to-end security and offer loopholes for fraudulent use and impersonation of identities

To address these issues, the Digital Transformation Advisory Council (DTAC), comprised of senior Digital Transformation airline experts, endorsed in 2021 a digital strategy with B2B identity management the highest priority.

Who will benefit and how?

Airlines and other travel industry suppliers will benefit from digital identification for instant clarity on whom they are doing business with and to make relevant dynamic offers to the seller at the other end of the transaction. Stronger identity verification mechanisms will reduce fraud and provide end-to-end security in the transaction process.

Through the use of digital identities, travel sellers will be in full control of their own identity and information and will only have to disclose to the airline or supplier the relevant information required to request a tailor-made offer and complete a transaction.

IATA End-to-End Digital Identity Proof of Concept (PoC) in October 2023

- Press Release: https://www.iata.org/en/pressroom/2023-releases/2023-10-25-02/
- Video: https://youtu.be/ogTQ_EtBNPk
- Preview Paper: https://www.iata.org/contentassets/c18c927e1d7641ddb019df4d8617924c/digital-identity-paper.pdf

IATA OneID

- https://www.iata.org/en/programs/passenger/one-id/