AT THE FORFRONT OF DIGITAL IDENTITY
THE IMPORTANCE OF DIGITAL IDENTITY

1. BUILDING TRUST

Digital identity allows airlines to establish a secure and reliable connection with their customers, enhancing trust and loyalty. They decide what and when to share information.

2. PERSONALISATION

Digital identity enables tailored experiences, offering passengers personalised services that cater to their preferences and needs.

3. STREAMLINE SERVICES

Efficient digital identity management simplifies the check-in process, boarding, and enhances the overall passenger journey.
CHANGE IN PARADIGM

CURRENT MODEL

me

you

governments
websites
banks
etc

HUMAN-CENTRIC IDENTITY

YOU

bank
government

facebook

family

friends

apples

ebay

airlines
doctor

CONFDIDENTIAL
END TO END SEAMLESS JOURNEY

Data
A way to store and share my data with everyone who needs access it safely

Identity Processing
Seamless registration, Biometrics, Omnichannel integration, Credentials

Trusted frameworks
Work out the new rules of the game, including who is liable for what

Airlines are in a unique position
The Importance of Open Innovation

2022 IATA PoC

Proof of Concept High Level Design — Workflow

In the picture below, a high-level design workflow for the PoC illustrates the issuance and presentation of credentials. The prerequisites and process steps are explained in the subsections below.

1. Issuing Authority requests BC and VC with selected attributes.
2. Issuer presents EDC card EDC with selected attributes.
3. Issuing Authority issues VC with attributes from database.
4. Verifier issues certificate for BC and VC.
5. Mobile presents 2 Verifiable Presentation of BC.

Katie books directly on the British Airways website. When prompted to, she will enter her Access Key VC after point of sale (assumes Katie's first booking).

2023 BA PoC

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BA verify the WCHC VC in the backend with Access Key. Katie selectively picks which attributes of the VC to share – Wheelchair dimensions etc.

Katie has already downloaded her VC from Access Key to a digital wallet. BA.com provides link pod-sale to submit Access Key VC.

The credential is time limited; mobility requirements will be added to BA account and stored for as long as dictated on the VC.

Katie books a second separate flight with another IAG airline with the same VC but on a separate PNR.

IAG airline verifies the credential with the Access Key app in the background.

BA book the required assistance with third party supplier; Katie receives a push notification to confirming booking.

Bookin is complete and the credential is added to the customer's PNR, with the correct assistance code.
British Airways became the first UK airline to trial the use of biometric technology for international flights, enabling customers taking part in the trial to travel through the airport ‘smartly’ without having to show their passport.

British Airways will now test interoperability across various airports and technologies to ensure that we achieve our goal of providing our customers with a completely seamless travel experience.

Our next trial will aim to achieve interoperability across various technologies, with the assistance of our sister airline, Aer Lingus. This collaboration will also cover interline scenarios.