A vision for an end-to-end biometric passenger journey

On 5 February 2020, *International Airport Review* hosted a webinar in association with IATA, to unpack: The One ID vision for an end-to-end biometric passenger journey based on collaborative and interoperable identity management solutions; current case studies; and the steps that need to take place to achieve the One ID vision.

IATA’S ONE ID team invited U.S. Customs and Border Protection’s Director of Entry/Exit transformation programme, Michael Hardin, Lufthansa’s Senior Project Manager, Heidrun Holin, and Bangalore International’s Assistant Vice President of Innovation Lab, Suresh Khadakbhavi, to present their One ID-aligned passenger processes and share expertise during a panel discussion. The following questions and responses were gathered from said discussion.

**Within your organisation, what drives the adoption of One ID?**

Between U.S. CBP, Lufthansa, and Bangalore Airport, various motivations for adopting One ID arose – from the desire to enhance customer experience and convenience, to increasing operational efficiency. One ID directly addresses these objectives by transforming passenger processes to become more seamless, efficient and secure by leveraging trusted digital identity, identity management platforms, biometrics and privacy-by-design principles to replace inefficient and less secure practices.

The early results from CBP’s Air Entry/Exit programme (presented in this webinar) highlights the great impact One ID has in achieving the aforementioned goals.

Hardin remarked that “we’re used to thinking that anything that increases security must be inconvenient and, in the case of biometrics, this is not true”. Biometric technologies are proven mediums through which identities can be verified with greater accuracy and speed than by a human, and the intuitiveness makes them an obvious choice for greater efficiency and security.

**What have been the primary barriers to adoption?**

The resounding challenge that was faced by U.S. CBP, Lufthansa and Bangalore Airport centred around protecting passenger’s data privacy, though, as Holin asserted, “it’s do-able, but it takes work to achieve that.” This challenge is not surprising, as there is a great deal of misinformation over facial recognition and the sharing of passenger information. Reflecting upon this, the panellists all affirmed their conviction for data privacy and transparency. It was agreed that the solution necessitates ensuring systems are set up to follow regulations (for example, GDPR) and privacy-by-design principles; whilst providing effective communication to educate and reassure passengers about how their data is used.

IATA’s One ID team is working collaboratively with airlines, airports, governments and digital solution vendors to put together guidance materials and recommended practices that ensure privacy-by-design in order to align the industry around a culture of data privacy, minimisation and transparency.

**What does it take for the industry to achieve this vision?**

Khadakbhavi determined that the ability to reach the vision of a biometric end-to-end passenger process is down to the passengers. “For me, the answer is pretty simple: If the passenger enjoys and is comfortable with this process, that will dictate how this vision is taken forward, because they are the ones in the driving seat.” This is spot-on, as passengers drive the aviation industry, thus the work ahead must ensure harmonised processes, data models and data interchange protocols that simplify passenger processing.

In response to Holin’s call for interoperability, Amandine Thomas (Project Manager of One ID) highlighted the work being done by the One ID team to put standards and solutions into place to facilitate interoperability within and across the various initiatives.

**WEBINAR HIGHLIGHTS**

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