

Standards and Governance – What do we want to see in 5-Years time?

Participants:

Star Alliance, oneworld, Air Canada, Singapore Airlines, United Airlines, Cathay Pacific, IATA

Summary of discussion:

- There was strong interest in establishing a recognised industry framework to define minimum security standards for Frequent Flyer Programmes (FFPs).
 - It was suggested that the initial focus of these standards should centre on enrolment processes.
 - Identity Verification was highlighted as a key component, with the objective of enabling both a frictionless customer experience and robust verification controls.
 - Customer education and awareness were also identified as important pillars within any future framework.
 - This would require C-Level support from prospecting airlines to be established.
 - Consideration would also need to be given to how a governing body or working structure could integrate within the existing IATA framework.
- The possibility of establishing standards through the Global Airline Fraud Prevention Group (GAFPG) was discussed.
 - However, concerns were raised that without formal recognition as an industry governing body, the influence and implementation weight of such standards may be insufficient to support strong business cases across airlines.
- Participants aligned on the view that loyalty security standards should sit between the current loyalty programme environment and the banking sector model.
 - It was emphasised that loyalty points and miles should not be classified as a legal currency, as this could introduce excessive financial regulatory oversight and operational constraints.
- Additional requests and considerations included:
 - The development of an industry-level framework for sharing known fraudulent activity, compromised accounts, and fraud intelligence.
 - The establishment of dedicated operational points of contact across airlines to facilitate immediate investigations and rapid coordination between partners.
- As a proposed next step, it was recommended to form a focused working group to define actionable priorities, assess feasibility, and drive future initiatives forward.