

ARTICLE 29 Data Protection Working Party



Brussels, 23 April 2013

International Air Transport
Association (IATA)
33, Route de l'Aéroport
PO Box 416
1215 Geneva 15
Switzerland

Subject: New Distribution Capability

Dear Mrs de Smet and Mr Leopold,

The Article 29 Working Party (WP29) is aware that IATA has decided to start the development of the New Distribution Capability (NDC) project, which should thereby change the way flight tickets are offered to travellers by using a new ticket distribution system for IATA members.

This project principally means that potential customers' personal data (including nationality, age, marital status, travel history, shopping history, previously purchased services, frequent flyer participation and whether the trip is intended for business or leisure), will be collected and processed to offer the potential customer a personalized price from the airline(s).

In light of all these elements, WP29 considers that the NDC project raises a number of privacy and human rights concerns, in particular those related to the profiling of individuals. Therefore, data protection authorities have to look at all potential impacts of this system.

Last February, WP29 added IATA's NDC to its agenda. Therefore, we would like to invite you, as a first step, to provide WP29 with more information in writing about this in order to make an initial assessment of the NDC.

Furthermore, as far as this project will involve the processing of personal data, WP29 would also like to remind you that some national data protection authorities must be consulted before starting any local pilots. Moreover, such pilots have to comply with European and national legal frameworks.

WP29 would appreciate being kept informed of the further work on the project.

Yours sincerely,

Jacob Kohnstamm
Chairman