

YourID for Travel Companies

When it comes to customer data, the travel industry faces an extraordinarily complex landscape. Information has to be sent to airlines, car rental companies, hotels, and even foreign government agencies. And with so much of this now being done online, there is also an extraordinarily high threat of fraud. That's why establishing reliable and convenient digital identity is such a critical issue.

YourID offers a solution. As the world's first trusted identity platform based on shared governance and the flexible use of whichever technologies are best suited to a given scenario, YourID offers essential benefits to organizations across a wide range of sectors:

1. **Significant reduction of costs**
2. **Defending against identity theft and fraud**
3. **Delivering the best user experience**
4. **No user adoption problems due to joint effort**
5. **Ensuring regulatory compliance**

In the travel sector specifically, here's what those benefits look like in detail:

- With YourID you save 90% of authentication implementation costs, by sharing these costs with all other partner platforms. Authentication security is guaranteed by a single entity – YourID – which means no money wasted on multiple authentication providers or building your own costly solution. In addition, you minimize administrative costs for you and your clients by eliminating password resets and token replacements.
- Customers gain easy access to online accounts through biometric authentication and YourID assures that customers are who they say they are at each and every visit. This enables immediate bookings and reservations.
- Improved onboarding thanks to YourID's streamlined 'one-click' account creation process.

- Phishing attacks can no longer target customers, because there are no passwords to steal.
- Fake sites designed to capture customers' Personally Identifiable Information (PII) will be flagged, as YourID verifies not only site visitors, but the websites themselves.
- YourID supports your organization's security procedures. By automatically assessing the risk profile of travellers before they start their journey, YourID allows you to focus only on the travellers that have an elevated risk profile.
- Customers can be linked to their boarding passes to speed up passenger processing at the airport.
- YourID will also enable frictionless check-in at hotels and airports, streamlined car rental pickup, and other seamless transactions throughout the travel experience.
- GDPR compliance is ensured as end users gain control over the sharing and revoking of their data.
- YourID will offer dedicated promotion of your company during the platform's launch phase.

To learn more about how YourID can benefit your organization, and how you can become a YourID partner, contact us today.

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