



Port of Seattle  
Commission Special Committee on Biometrics  
2711 Alaskan Way  
Seattle, WA 98121

Dear Commissioners Calkins and Cho,

On behalf of Alaska Airlines, I want to thank the Port of Seattle for its work to thoughtfully address the subject of biometrics and its potential uses at Port facilities, including at Sea-Tac International Airport (SEA).

Alaska Airlines is committed to ensuring the safety, security, privacy and respect for all guests who travel with us, and we applaud the Port's work to establish a set of guiding principles to ensure that any implementation of new biometric technology is done in a way that is voluntary, lawful, ethical and transparent, and ensures privacy, equity, and respect for all guests. These values are important to Alaska Airlines, and we have appreciated the opportunity to participate in the Port's Biometrics External Advisory Group and help inform elements of the policy recommendations that are before you for consideration.

As you know well, the onset of COVID-19 has had a dramatic impact on the commercial airline industry. In response to this crisis, Alaska has established a strategy to ensure the health and safety of our guests, employees and partners that relies on a layered approach to safety, involving more than 100 different measures across our operation. We see similar promise in certain biometric technologies, including facial recognition, that can not only decrease touchpoints and contact between guests and employees, but also increase efficiencies in our operation.

As the airline serving the most passengers at SEA, we believe that technology and innovation can and should drive significant improvements to the guest experience and our operation, while protecting the privacy, choice, and dignity of our guests. We support the principles and the process the Port has put in place for determining the right next steps for implementation of biometrics at SEA. As the Commission considers next steps, we encourage you to ensure that any policies governing the use of public-facing biometrics allow for the efficient application and administration of biometrics programs at SEA, with flexibility and room to evolve as needs and technologies change.

Alaska appreciates the opportunity to participate and inform the Port's work on this important issue, and we look forward to continuing to collaborate with the Port to ensure that the infrastructure at SEA can support the needs of our operation and ensure the protection of privacy, choice and dignity for our guests.

Sincerely,

A handwritten signature in blue ink that reads "Vikram Baskaran".

Vikram Baskaran  
Vice President, Information Technology Services

