

# TRUST IN TICKETING

## SMART TICKETING FOR SMART MOBILITY

### WHY SMART TICKETING?

Ticketing in its simplest form is a contract between the transport operators and the customer. It allows the traveller to undergo and complete a journey while the transport operator is paid for the services provided.

With digitisation, the concept of ticketing and mobility itself is continually evolving. Smart Ticketing represents a major step change from the traditional paper-based transport ticketing. It can take different shapes and forms such as a contactless smartcard issued by a trusted card issuer or a device, such as a smart phone, that contains a secure memory element or token with a managed back-system.

Smart Ticketing has the potential to serve all modes of transport and to integrate journey planning, cross-border travel and flexible modes of payments. It has thus an important role to play in enabling the traveler to take informed decisions and driving the concept of Mobility as a Service (MaaS) forward.

**The possibilities of Smart Ticketing are manifold and provide us with an exciting prospect for customers' travel experiences in the future – if managed in the right way!**

### TRUST IN TICKETING

Given the wide range of effective Smart Ticketing options, trust in Ticketing is the most important element to success. Trust in Ticketing will ensure that the offers are taken-up and seamless travel including cross-border with interoperable systems become a reality. The customer needs to trust that the smart ticket works seamlessly in all its aspects and all mobility partners need to trust that there is a fair distribution of compensation in an ever complex system.

## ENHANCING TRUST

Trust needs to be built on a sound foundation, for which stable standards and flexible good practices are essential. To this end, the STA promotes:

### POSITIVE CUSTOMER EXPERIENCE IN MOBILITY

- A convenient and seamless experience across all modes of transport
- Free choice of device and a range of different contactless, inclusive, tailored and secured interfaces to select from
- A diverse offer of easy-to-choose ticket options and payment thereof

### SERIOUS SECURITY AND DATA PRIVACY PROVISIONS

- Security and privacy assurance including encryption of contactless interfaces, secure tokens and payment options
- Sharing of data in compliance with applicable data protection regulations including transparent policies to allow the transport operator to support the customer, whether anonymous or not, in their chosen journeys and offer assistance as required.

### MOBILITY PARTNER COOPERATION

- Cooperation in e-ticketing based on fair contracts with transparent and agreed rules
- Compensation for e-ticketing and sharing data based on inclusivity and fair distribution from financial sources

### PERFORMING SYSTEMS

- Open and non-discriminatory systems
- Interoperable systems that allow for cross-border travel across all mobility modes

## ABOUT THE STA

The Smart Ticketing Alliance (STA) is a non-profit association that promotes and facilitates cooperation and governance between national and regional smart mobility ticketing schemes to establish interoperable "Smart Mobility Ticketing" in Europe and elsewhere. The STA has ongoing international cooperation with the NFC Forum, MaaS Alliance, Global Platform, UIC (International Union of Railways) and others to promote standardisation across smart ticketing.