Airline Retailing Maturity (ARM) index Terms & Conditions ("Terms and Conditions")

These Terms and Conditions are a legal and binding agreement between Applicant (also referred to as "entity") and the International Air Transport Association ("**IATA**"), an association incorporated by a Special Act of the Parliament of Canada, with its head office located at 800 Place Victoria, PO Box 113, Montreal, Quebec, Canada H4Z 1M1, governing the terms and conditions for Airline Retailing Maturity index.

By completing and submitting the attached ARM index Application, Applicant agrees that it will be bound by these Terms and Conditions. The individual agreeing to these Terms and Conditions on behalf of the Applicant represents that he/she are authorized to bind the Applicant as a party to these Terms and Conditions. If the Applicant does not agree to all of the below Terms and Conditions, do not complete and submit the attached ARM index Application.

Airline Retailing Maturity (ARM) index

1. What Do We Assess?

The purpose of the ARM index is to assess the Applicant's maturity in the journey to airline retailing using the scope of a particular entity's capabilities within airline retailing as enabled by the IATA Enhanced and Simplified Distribution (EASD) Standards, the scope of the partnership connections and network reach, and the potential value an airline has captured within airline retailing.

The ARM index does not validate the quality or other aspects of the Applicant's activities or products, stand-alone or in comparison with those of other entities, nor does it validate, certify or endorse any commercial products that may be derived from the usage of EASD messages validated under the ARM index. Furthermore, by maintaining the ARM index Registry, IATA does not take any position with respect to the relative quality or other aspects of the activities or products of entities that are not verified under the ARM index.

2. Categories

Airlines, Sellers, and System Providers can participate in the ARM index.

Airlines will be assessed on three aspects (Capabilities Verification, Partnerships Deployment and Value Capture Compass).

Sellers will be assessed on two aspects (Capabilities Verification and Partnerships Deployment).

System Providers will be assessed on one aspect (Capabilities Verification).

3. Application Requirements

Airlines and Sellers are required to have a live deployment (i.e. capabilities and messages in a production environment through a seller/airline partner).

System Providers can be granted the ARM index participation as part of a live deployment or in their test environments.

The following table sets out the minimum requirements that must be submitted for assessment. The input will be requested by IATA providing secure access to the ARM index self-service platform to collect the Applicant's input in a confidential manner.

	Applicants	Minimum Requirements	Additional Reference
Capabilities Verification	Airlines, Sellers, System Providers	**Schemas:** PADIS Publication 17.2-18.2, All ATSB Publications (varies based on Capabilities) **Minimum Capabilities**: At minimum one capability within at minimum one of Shop, Order, Pay, Settle or Account streams. Capabilities within the Setup stream may also be submitted, but at minimum one capability verified must be under another stream to participate in the ARM index. A list of capabilities is provided in Appendix B of the Application Form.	All capabilities and messages are required to comply with the EASD standards and guidance. The EASD Standards, EASD Guide and Capabilities Verification Guidance can be found at retailing.iata.org. These guides provide details and examples for the verification requirements.
Partnerships Deployment	Airlines, Sellers	**Confirmation of Live Capabilities**: At minimum three retailing partners should confirm the capabilities in live deployment and provide an assessment of ease of partnership. At minimum one business travel partner is expected if the Applicant has a business travel market. **Partner Connections and Reach:** Data for partner connections, points-of-sale and volumes of NDC Sales should be provided. **Other Data**: Additional data regarding Business Travel is requested (if applicable) If data is not provided, reporting will not be able to be returned to the Applicant.	Volumes of NDC Sales to be supplied via DDS or manually. The definition of NDC Sales as per DDS will be used in either case. NDC sales are: ▪ any sales that result from a reseller (travel agent (IATA and non IATA accredited), metasearch, SBT, OTA and even airline (interline)) connecting directly to the airline NDC API or accessing NDC content via an aggregator who connects to the airline NDC API. This implies: ▪ NDC Offer must be created by the airline ▪ NDC standard must be used (min. version of 17.2) ▪ A resulting NDC Order must be generated by the airline

			NDC sales are not:
			▪ Sales originating on websites of airlines ▪ Sales originating at CTO/ATO and GSA sales
Value Capture Compass	Airlines	**Survey**: Airline to respond to approximately 50 survey questions regarding potential value captured. If responses are not provided, reporting will not be able to be returned to the Airline.	

4. ARM index Validation Process

1. Applicant must submit a duly completed and signed ARM index Application to: armi@iata.org.

2. IATA will review that the ARM index Application has been fully completed. IATA will then provide secure access to the ARM index self-service platform to collect the Applicant's input in a confidential manner.

3. IATA will review that the Applicant's secure input has been fully completed and all relevant Supporting Documents have been provided. In the event of an incomplete Application Form and/or Input in the ARM index self-service platform and/or missing Supporting Documents, IATA representatives will contact the Applicant to obtain missing details/documents.

4. Supporting Documents provided by the Applicant are verified by IATA technical subject matter experts (SMEs) to determine whether participation in the ARM index may be granted. The ARM index participation will not be granted unless and until the Supporting Documents have been verified as meeting the ARM index requirements.

5. The following Applicant information will be posted on the ARM index Registry:

   a. Company Name
   b. Logo and Website
   c. Company Type
   d. Customer Type (applicable for System Providers only)
   e. Contact Details
   f. Product Name
   g. Original Entry Date
   h. Entry Expiration Date
   i. Date of Last Change
   j. Type of Last Change
   k. Capabilities Implemented (with confirmation by partners indicator if applicable)
   l. Capabilities Entry Date
   m. Capabilities Schema Version(s)
   n. Name of Messages Certified
   o. Schema Version(s) of the Messages Certified
   p. Initial date of Entry of Messages Certified
   q. Special Remarks for Messages Certified
   r. Company names of Partners (with written consent)

6. Once IATA has granted the ARM index entry to the Applicant and posted the relevant information in the ARM index Registry, the Applicant may request at any time to add further Capabilities to an existing entry or add/update data with Partnerships Deployment and Value Capture Compass. To make additions or updates, the Applicant must follow the regular process for Capabilities Verification, Partnerships Deployment and Value Capture Compass (as applicable), including submitting required Supporting Documents for all additions which are being requested.

7. If and once the additions are accepted, Capabilities and/or data submitted for verification are added to the Applicant's initial entry, with the date of their initial verification indicated. The date of the original ARM index entry is the reference date for the purpose of calculating the due date for the Applicant's overall Yearly Renewal (as defined below).

5. Yearly Renewal

1. On a yearly basis from the date of the initial ARM index entry, the entity must confirm the status of its ARM index entry. For example, if the initial entry date is January 1, 2022, the first Yearly Renewal must be completed on or prior to January 1, 2023 and on or before every January 1 thereafter.

2. For Yearly Renewals, each entity will receive one (1) month before each annual Expiration Date, via the e-mail address recorded in the entity's ARM index Registry profile, a request for confirmation that the information on the basis of which the initial entry in question was originally granted (capabilities, data and traces) remains exactly the same.

3. A failure to complete a Yearly Renewal (i.e. complete the validation of the capabilities, data and traces) within the specified deadlines will result in the entity's status being listed as expired in the ARM index Registry. Entities that remain expired for 1 year will be removed from the ARM index Registry.

4. The ARM index entry is valid as of the date on which the initial entry is granted, as reflected in the relevant ARM index Registry entry. By completing the Yearly Renewal process, the Applicant confirms that the relevant criteria and messages for which it has received entry have not been modified in any way since the date of initial entry. IATA does not re-verify the capabilities or messages in question at any time after the initial entry date. The date of the latest Yearly Renewal is reflected in the "Expiration Date" column of the entity's ARM index Registry entry.

6. Pricing

1. The following fees apply to System Provider entities requesting ARM index[1] :

	Non-Strategic Partners	Strategic Partners*
Application Fee for: • **New Entry**	$4,950 USD	$3,300 USD
Yearly Renewal Fee: • **Payable for each one (1) year period**	$2,125 USD	$1,400 USD

---

[1] **Currently, there are no fees for Airlines and Sellers in association with ARM index. IATA reserves the right to charge Airlines and Sellers fees for New Entries and/or Yearly Subscriptions in the future.**

*Special pricing applies to IATA Strategic Partners active as at the time of application/renewal, as recorded in the IATA Strategic Partner Directory available at http://www.iata.org/about/sp/Pages/partners.aspx, and in good standing as of that time.

2. All Invoices for New Entry applications must be paid in order to finalize the ARM index application process. IATA reserves the right to suspend or terminate any application due to an unpaid or partially paid invoice.

3. Special pricing may apply for qualified start-ups. Please contact the ARM index team at armi@iata.org to learn more about this special pricing and applicable conditions. For the purposes of ARM index and these Terms and Conditions, a "start-up" is an entrepreneurial venture which is typically a newly emerged, fast-growing and small business that aims to meet a marketplace need by developing or offering an innovative IATA Enhanced and Simplified Distribution (EASD) based solution. IATA reserves the right to determine whether an applicant meets the above criteria in its sole discretion.

4. IATA reserves the right to modify the applicable fees by providing notification of changes sixty (60) days in advance to entities with an active status. Current up-to-date fees can be found at any time via a link on the ARM index Registry page.

5. Payments must be made without any set-off or counter claim and free of deduction or withholding (except as required by law) of any taxes or governmental charges. If any deduction or withholding is required by law, Applicant must pay the required amount to the relevant governmental authority, provide IATA with an official receipt or certified copy or other documentation acceptable to IATA evidencing the payment, and pay to IATA, in addition to the payment to which IATA is otherwise entitled under these Terms and Conditions, such additional amount as is necessary to ensure that the net amount actually received by IATA, free and clear of all taxes, equals the full amount IATA would have received had no such deduction or withholding been required.

7. Confidentiality

IATA will keep all data provided by the Applicant, other than the information listed in section 4.5 of these Terms and Conditions, in complete confidentiality. Data provided will only be used in industry benchmarking in an anonymized and aggregated manner to keep individual Applicant's data confidential.

8. Benefits

The benefits of ARM index include:

1. **Certificate** - Receive a Certificate confirming that ARM index participation was granted.
2. **Recognition** - Permission to display in association with the participating entity the ARM index logo, in accordance with the IATA-Guidelines Client Recognition Stamps.
3. **Exposure** – Participating entities are listed on the ARM index Registry as ARM index entities.
4. **Language** – IATA will provide standard wording for use by participating entities, to enable same to provide a consistent, clear explanation of the meaning of the ARM index granted to the entity.
5. **Visibility** – IATA will advertise selected (in its sole discretion) ARM index entities at certain designated meetings.
6. **Airlines Specific Benefit** – Inclusion in industry benchmarking, the availability of airline specific analysis and recommendations for potential value capture.

9. Intellectual Property

1. **Ownership** – All right, title and interest in and to the Airline Retailing Maturity index and the IATA Enhanced and Simplified Distribution (EASD) schemas, including, without limitation, all intellectual property rights and any accompanying written or printed materials, are owned by IATA. Nothing contained in these Terms and Conditions shall be construed as granting or transferring any ownership or license rights in or to the Airline Retailing Maturity index or the IATA schemas to the Applicant, other than as expressly stated herein. Use/integration of the IATA EASD schemas by the Applicant is subject to the IATA PSC Data Exchange Specifications License (available at: https://www.iata.org/whatwedo/airline-distribution/ndc/Pages/download-form.aspx).

2. **Trademarks** – "IATA", the IATA logo, "Airline Retailing Maturity index", "ARM index", the ARM index logo, and other IATA logos and product/service names ("IATA Trademarks") are trademarks of IATA and are protected by applicable laws of certain countries. Nothing contained in these Terms and Conditions shall be construed as granting or transferring any ownership or license rights in or to any IATA Trademarks, other than as expressly stated herein. Use of the ARM index logo by the Applicant shall be at all times subject to the IATA-Guidelines Client Recognition Stamps then in effect. In the event that the Applicant's ARM index status expires, the Applicant shall immediately cease use of the ARM index logo. The Applicant shall not use the "ARM index" trademark/name or any other IATA Trademark in relation to its Airline Retailing-related programs, products or services without prior written permission from IATA, which may be withheld in IATA's sole discretion. The Applicant grants to IATA a worldwide, royalty-free, non-exclusive, non-transferable and non-assignable license to use and display its company logo (if provided) in association with the Applicant's ARM index Registry entry.

10. Disclaimer and Limitation of Liability

1. AIRLINE RETAILING MATURITY (ARM) INDEX, THE ARM INDEX REGISTRY AND ALL ASSOCIATED BENEFITS ARE PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS, WITHOUT WARRANTY OF ANY KIND. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IATA DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY AND WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE, QUALITY, PERFORMANCE, ACCURACY, COMPLETENESS AND NON-INFRINGEMENT OF THIRD PARTY RIGHTS.

2. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IATA SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, PUNITIVE, OR EXEMPLARY DAMAGES, INCLUDING BUT NOT LIMITED TO, DAMAGES FOR LOSS OF PROFITS, REVENUE, GOODWILL, BUSINESS INTERRUPTION, LOSS OF BUSINESS INFORMATION OR ANY OTHER PECUNIARY LOSS (EVEN IF IATA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES), HOWEVER CAUSED, AND REGARDLESS OF THE THEORY OF LIABILITY, ARISING OUT OF, OR RELATED TO, AIRLINE RETAILING MATURITY (ARM) INDEX, THE ARM INDEX REGISTRY OR THESE TERMS AND CONDITIONS.

11. Miscellaneous

1. **Amendment** – IATA reserves the right, in its sole discretion, to modify these Terms and Conditions at any time, and to alter, discontinue or cancel Airline Retailing Maturity (ARM) index at any time, with reasonable prior notification.

2. **Severability** – If any provision of these Terms and Conditions is held by a court of competent jurisdiction to be invalid, illegal or unenforceable, such provision shall be omitted and the remaining terms shall remain in full force and effect.

3. **No Waiver** – The failure of IATA to exercise or enforce any right or provision of these Terms and Conditions does not constitute a waiver of such right or provision.

4. **Relationship of the Parties** – The parties are independent contractors and nothing contained herein shall be interpreted as creating a partnership, joint venture, franchise or agency relationship, and neither party shall have the right to bind or engage the other party.

5. **Governing Law, Jurisdiction and Venue** – These Terms and Conditions shall be governed by the laws of the Province of Quebec, Canada, and the laws of Canada applicable therein, as if these Terms and Conditions were a contract wholly entered into and wholly performed within the Province of Quebec, without reference to choice of law provisions. The parties to these Terms and Conditions irrevocably consent to personal jurisdiction and venue of the courts of competent jurisdiction sitting in the judicial district of Montreal, Quebec, Canada to resolve any dispute arising from, or in connection with, these Terms and Conditions.

6. **Assignment** – These Terms and Conditions may not be assigned or otherwise transferred by Applicant without IATA's prior written consent.

7. **Entire Agreement** – These Terms and Conditions (together with the attached Application and the IATA-Guidelines Client Recognition Stamps) constitute the entire agreement and understanding between the parties regarding the subject matter thereof. No modification or waiver of these Terms and Conditions shall be binding unless it is in writing and signed by both parties. These Terms and Conditions supersede any and all prior agreements between the parties regarding the subject matter hereof.

Appendix B: Capabilities Verification: List of Capabilities

UID#	Stream	Core	Variants
SHPFLT	**Shop**	Shop for flights	
SHPOPE	**Shop**		Multi city / Open jaw itineraries
SHPRBD	**Shop**		Use of Price Classes
SHPITL	**Shop**		Returns flights operated by other airlines
SHPAFF	**Shop**		Affinity shopping (new search parameters)
SHPCMF	**Shop**		Comparative shopping for flights
SHPANC	**Shop**	Shop for ancillaries	
SHPAN2	**Shop**		Additional airline supplied ancillaries (e.g. meals, wifi, lounge, insurance, priority boarding, etc)
SHPAN3	**Shop**		Additional 3rd party ancillaries (e.g. bag pick-up, mobility device, lounge, insurance)
SHPMOD	**Shop**		Transportation (bus, train, etc.)
SHPSRV	**Shop**		Use of new service taxonomy codes (no use of SSRs or RFIC/RFISC codes)
SHPCMA	**Shop**		Comparative shopping for ancillaries
SHPSTO	**Shop**	Seat Options	
SHPSTA	**Shop**		seat map and availability
SHPSTP	**Shop**		seat map, availability, and price points
SHPPER	**Shop**	Personalize Offers based on passenger type, loyalty programs or commercial agreements	
SHPLOC	**Shop**		Airline offers with localization (offers in local language or currencies)
SHPDVC	**Shop**		Customer touchpoints / device types
SHPBND	**Shop**	Construct bundled offers	
SHPDYN	**Shop**		Dynamic bundling generation based on shopping context
SHPREV	**Shop**	Pre-defined price points with dynamic price adjustments	
SHPCPR	**Shop**		Continuous pricing
SHPALG	**Shop**		Dynamic price determination

SHPDSC	Shop	Airline offers including discounted benefits and/or promotions	
SHPRMD	Shop	Rich media included in offers	
SHPOR1	Shop	Describing offer conditions / restrictions	
SHPOR2	Shop		Offer Restrictions
ORDWPM	Order	Order creation without payment	
ORDCRE	Order	Order creation with payment	
ORDCWT	Order	Order creation without tickets/EMDs	
ORDMSK	Order	Ability to indicate masked prices	
ORDRSH	Order	Order changes through the Seller requiring a reshop	
ORDRE2	Order		Reshopping for ancillaries
ORDNAM	Order		Names changes/corrections through reshopping
ORDPAX	Order	Order changes through the Seller – Passenger details	
ORDCAN	Order	Cancellation	
ORDCA2	Order		Cancel Full Order
ORDRET	Order	Order information upon request	
ORDHIS	Order		Historical information on orders
ORDLST	Order		Order information on multiple orders
ORDOCN	Order	Order changes initiated by the airlines with notifications	
ORDOC2	Order		Notification with advanced features
ORDGRP	Order	Order management for groups	
ORDDEL	Order	Order Notification for Fulfillment of Services with no tickets and EMDs	
ORDSTS	Order	Order Status Change for Service Delivery	
ORDST2	Order		Order Notification for Fulfillment of Services to the Seller
PAYSET	Pay	Pay using Settlement Platform	
PAYCPC	Pay	Pay using Customer Instrument	
PAYGTW	Pay	Pay using Payment Gateway	
PAYVCH	Pay	Pay using vouchers	
PAYVC2	Pay		Accept the voucher at time of shopping
PAYORD	Pay	Pay for an existing Order	
PAYREF	Pay	Refund amount for any change to an Order	
PAYMIX	Pay	Pay using mixed payment instruments	
PAY3D1	Pay	Airline Authenticates Payer (3D-Secure v1)	

PAY3D2	**Pay**	Seller Authenticates Payer (3D-Secure v2)	
PAYSUM	**Pay**	Payment Transaction Summary	
PAYRCV	**Pay**		Payment recovery
PAYCOM	**Pay**	Disclosure of Commission	
PAYCMT	**Pay**		Commitment for clearance of commission
STTCAP	**Settle**	Payment clearance capture and notification	
STTSUM	**Settle**	Payment summary management	
STTCAN	**Settle**	Payment clearance cancellation	
STTHST	**Settle**	Payment clearance history management	
ACCREP	**Account**	Accounting Order Sales Information Reporting	
ACCRE2	**Account**	Accounting Order Sales Reporting with no tickets and EMDs	
ACCSTS	**Account**	Order Status Change for Revenue Recognition	
STPTST	**Setup**	Sandbox/ Testing environment	
STPOPN	**Setup**		Open sandbox (minor functionality)
STPPPR	**Setup**		Pre-production testing environment
STPNEG	**Setup**		Negative test cases
STPBUG	**Setup**	Bug Tracking	
STPBG2	**Setup**		Online bug tracking platform
STPTSP	**Setup**	Technical Support	
STPOSP	**Setup**	Order Support	
STP247	**Setup**		Order Support 24/7 team
STPOBG	**Setup**	Onboarding	
STPNTF	**Setup**	Notif messages setup	
STPNT2	**Setup**		Automated and self-service
STPDOC	**Setup**	User Documentation	
STPDC2	**Setup**		Online Documentation
STPOPM	**Setup**	Order-level permissions management	
STPALP	**Setup**	Airline Profile	