United Restricts Access for Third-Party AI Agents

Protecting our customers' data and accounts is a priority for United.

That's why we designed our industry-leading, award-winning United app to securely empower customers to manage their own travel experience – everything from booking a trip and choosing seats to rescheduling a flight when the weather is bad and so much more.

On the other hand, sharing account credentials with personal, third-party, AI assistants can expose sensitive information, and actions taken by these tools may result in unintended purchases, account changes, or use of MileagePlus miles. Plus, these automated AI actions have the potential to violate FAA and DOT regulations - as an example, flight check-in requires human acknowledgment that bags do not contain banned substances like explosives.

As a result, United is taking steps to restrict access - directly within our digital platforms and indirectly via travel agencies and aggregators - to prohibit use by unauthorized, third-party personal AI agents or assistants. This work includes updates to our booking, ticketing and distribution policies.

Corporate leaders in the banking and retail industries have taken similar actions regarding AI agents and we encourage others to consider measures that preserve the data and security of their customers and strengthen safety.

We will also update our Digital Trust Center so customers can better understand what these new restrictions mean for them, how to protect their accounts, and where to get help if an agent takes an unintended action.

As personal AI assistants evolve, United will continue to evaluate how these tools interact with our services, with a focus on protecting our customers.

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