

UNITED



STAR ALLIANCE

Standby Passengers Policy  
Action and Review Report  
March 28, 2017

# Introduction and Summary of Events

United Airlines has always prided itself on the values we as an airline work to uphold every day by doing our best to serve and respect all of our customers. We made a promise to our passengers to always treat them with the respect and dignity they deserve, and when three of our female passengers were blocked entry to a flight because of a dress code policy, we failed to deliver on that promise. We are ashamed at how this policy, never intended to restrict or repress customers in any way, ended up doing just that. We understand that policies like this are out of date and unacceptable. As a result, we have already begun putting measures into place to make sure this type of incident never happens again.

## Overview of the Current Policy

We at United value our hard-working employees, and encourage them to take advantage of our standby program for friends and family who are flying. We believe that as members of the United community, these passengers are in turn representing the United brand to the public, and this policy is an effort to ensure our brand maintains a certain standard of respectability. As such, the current policy has a dress code which prohibits spandex. For this reason, the three female passengers were not upholding the dress code by wearing leggings. Though we believe this to be a suitable dress code for a professional work environment, it is unfair to expect our passengers to compromise their comfort for our policy.

## Actions of Reparation

We recognize the unintended consequences of this policy and take full responsibility for its effects on these passengers and those who witnessed the event. We understand that these effects are not only financial but emotional, as the experience was undoubtedly traumatic and embarrassing for the passengers. Therefore, we have begun our attempt at reparation and future progress by:

- Compensating the three passengers and anyone traveling with them for the cost of the flight, boarding they may have needed, as well as a \$300 credit for future flights
- Putting immediate policy change in motion in regards to the dress code so no passenger will ever be placed in that situation again
- Begun a formal and comprehensive evaluation of our other policies to ensure that our customers can feel safe and welcomed on any United flight.
- Begun an audit of our corporate structure, all the way down to the employees that reach our passengers, to make sure a firm communication structure will be in place for the future.

## Conclusion

On behalf of everyone at United, we would like to apologize once again for the unacceptable inconveniences and wider-reaching consequences of our policy. We thank everyone involved for their patience and understanding, and hope we can soon return to our everyday work of making the flight experience as comfortable and "friendly" as possible.