

**AR 5570      Credit Card Marketing (New AR)**

As part of the new student college orientation, the College shall provide credit card and debt education, and participating banks, credit card companies or other commercial entities shall provide debt counseling materials.

In accordance with Title 5, Section 54400 of the California Code of Regulations, the following rules govern the solicitation of credit cards on College property:

1. All banks, credit card companies and other commercial entities (including their third-party representatives) shall be required to obtain a Facility Use Permit before engaging in activities for the purpose of marketing credit cards to students on College property or at an event sponsored by the College.
2. All credit card marketing activities shall be restricted to Main Campus in the Library Plaza area.
3. In order to help ensure that students are provided the opportunity to make reasonably informed decisions about both the general degree of credit indebtedness they are equipped to incur and the terms of a particular offer of credit, all banks, credit card companies and other commercial entities (including their third-party representatives):
  - a. Are permitted to solicit students by providing them with information on credit card offers, including credit card application materials and accompanying information relating to the terms and conditions of a particular offer of credit as required by law.
  - b. Are required to display appropriate signage identifying the bank, credit card company or other commercial entity they represent and verifying that they have registered with the College.
  - c. Are prohibited, while on campus, from collecting personal information from students specifically for credit card application purposes (including, but not limited to, completed credit card application forms and similar materials), either at the time of solicitation or any other time while on campus. Instead, the student shall be informed that once they have read and considered the materials, the student may complete application materials and submit to an off campus office of the bank or other soliciting entity at a later time.

The permit applicant is required to display a sign setting forth the prohibition of this subsection and shall submit their proposed signage as part of their permit application i.e “Students may not give personal information or return any application to lender/issuer on site.”

The permit applicant is required to display a copy of their facilities use permit.

- d. Are prohibited, while on campus, near the campus (within 1,000 feet) or while at an event sponsored by or related to the campus, from offering tangible items to students for the purpose of inducing students to apply for a credit card or participate in an open-ended consumer credit plan offered by such card issuer or creditor.
- e. Shall provide students with financial literacy materials and resources, such as debt reduction, credit score protection, identity theft, and budget management.

4. Banks, credit card companies and other commercial entities (including their third-party representatives) engaged in marketing activities that are found to be in material violation of any provision of this administrative regulation will be denied access to the campus for the purpose of engaging in such activities for a specified period, depending on the nature and extent of the violation.
5. Any banks, credit card companies or other commercial entities (including their third-party representatives) that engage in marketing activities on College property must comply with the Credit Card Accountability Responsibility and Disclosure Act of 2009.

**References:**

Education Code, Section 99030, Title 5, Section 54400; Civil Code Section 1747.02(m), *California Code of Regulations*

**Dated:** September 30, 2020