

## **Policy Prohibiting the Marketing of Credit Cards to Students**

### **I. Background.**

Pursuant to Article 129-A of the New York State Education Law § 6437 (Prohibition on the Marketing of Credit Cards) the following administrative policy is adopted to promote the best interests of students who may have little or no experience managing debt, credit, or any other personal finances.

### **II. Policy.**

Except as otherwise permitted by this policy, Rochester Institute of Technology prohibits the advertising, marketing, or merchandising of credit cards on campus to students by any vendor or other commercial entity.

A. Credit card advertising or solicitation to students is not permitted on university-owned, operated, or controlled property, or at any university-sponsored events. This includes, for example, advertising or solicitation at campus vendor tables, as well as the posting or distribution of applications, fliers, posters, handbills, and signage (electronic or otherwise) in university facilities. The university's e-mail system or webpages may not be used to advertise or solicit credit cards to students.

B. Banks, credit unions, and other businesses approved to be present at student orientations, opening of school weeks, or other campus activities may not provide credit card applications to students during those events. In addition, all banks and other commercial entities (including their third-party representatives) are prohibited from offering gifts to any student in exchange for completing a credit card application.

C. No campus employee, student group, or university division or department may accept financial support or other goods and services from credit card issuers or vendors in exchange for allowing them to market credit cards to students.

D. All banks, credit unions, or other commercial entities (including their third-party representatives) 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 material).

### **III. Exemptions.**

This policy does not apply to any advertising, marketing, or merchandising of credit cards by either the university or an agent of the university to non-students. Nor does it prohibit the advertising, marketing, or merchandising of credit cards to students through direct mail, newspapers, magazines, or within any banking institution located on the campus, or of any affinity-based credit card program to which the university is a party.

IV. Violations of Policy.

Banks, credit unions, or other commercial entities that violate this policy may be denied access to the campus either temporarily or permanently based on the nature and extent of the violation(s). Any individual who violates this policy may be subject to disciplinary action.

**Responsible Office:** Office of the Senior Vice President, Finance and Administration

**Policy History:**

February 16, 2006 (approved)

June 14, 2024 (Edited)