

# On-Campus Marketing Of Credit Cards to Students

## **BARNARD COLLEGE POLICY ON THE ON-CAMPUS MARKETING OF CREDIT CARDS TO STUDENTS**

Pursuant to Article 129-A Section 6437 of the New York State Education Law, the advertising, marketing, or merchandising of credit cards to students by vendors is prohibited by Barnard College, except those published in newspapers, magazines, or similar publications, or in accordance with the following policy on the direct merchandising of credit cards to students on the Barnard College campus.

### **Policy:**

Barnard College (the "College") prohibits the advertising, marketing, or merchandising of credit cards on the Barnard College campus to students except in strict compliance with this Policy.

I. Except as otherwise permitted in this policy, credit card advertising or solicitation to students is not permitted on College campus. This includes advertising or solicitation at campus vendor tables, as well posting or distribution of applications, fliers, posters, handbills and signage (electronic and otherwise) in College facilities. The College's e-mail system or web pages may not be used for advertising or solicitation of credit cards to students.

II. 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.

III. No campus employee, student group, or campus 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.

*Policy Effective: June 2006*

*Policy Reviewed: April 2012*