



# LONG ISLAND UNIVERSITY

## MARKETING OF CREDIT CARDS POLICY

### PURPOSE

To implement Long Island University's marketing of credit cards policy and ensure compliance with New York State Education Law Article 129-A Section 6437.

### STATEMENT OF POLICY

Long Island University, in accordance with New York State Education Law Article 129-A Section 6437, prohibits the advertising, marketing, or merchandising of credit cards on campus to students.

This includes advertising or solicitation at campus vendor tables, as well as posting or distribution of applications, flyers, posters, handbills and signage (electronic and otherwise) on University premises. The University's e-mail system, social media, or website may not be used for advertising or solicitation of credit cards to students. Banks, credit unions and other businesses approved to be present at student orientations and other campus activities may not provide credit card applications to students during those events. In addition, no campus employee, student group, 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.

### DEFINITIONS

NY EDUC § 6437. Prohibition on the marketing of credit cards. Each college shall prohibit the advertising, marketing, or merchandising of credit cards on college campuses to students, except pursuant to an official college credit card marketing policy. An official college credit card marketing policy may include:

- registration of on-campus credit card marketers;
- limiting credit card marketers to specific dates and specific areas of the campus as designated by the college;
- prohibiting credit card marketers from offering gifts to a student in exchange for completing a credit card application; and
- informing students about good credit management practices through programs which may include workshops, seminars, discussion groups, and film presentations.

**POLICY TYPE: STUDENT AFFAIRS**