

EDINBORO UNIVERSITY OF PENNSYLVANIA

## **CREDIT CARD MARKETING PROCEDURES - Policy No. E004**

Supersedes Policy No.

Recommended for Approval By Dr. Jerry Kiel, Vice President for Student Affairs & Student Success

Approved By Frank G. Pogue, President on March 15, 2006

Review Date: As Required

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### **INTENT**

On July 15, 2004, the legislature enacted ACT 83 of 2004 (Senate Bill 157) requiring universities to adopt a policy that regulates credit card marketing on Pennsylvania State System of Higher Education campuses. As such, Edinboro University of Pennsylvania has adopted the following rules and regulations by which credit card marketers must abide.

### **PROCEDURE**

All credit card marketing by a student organization or as part of the rental of space through Event Services must be registered through the office of University Student Activities as a fund raising activity.

Credit card marketers are limited to specific areas of the campus to be designated by the institution.

Credit card marketers are prohibited from offering gifts to any students in exchange for completing a credit card application unless the student has been provided credit card debt education literature, which includes, but is not limited to, brochures or written electronic information.

Credit card marketers must provide, at least quarterly, credit card debt education literature that the university may include with campus bookstore purchases.

Credit card marketers must provide the university with the necessary materials to incorporate a credit card debt presentation into the orientation programming.

Student organizations are limited to three days of credit card marketing activity per academic semester.

Credit card marketing is not permitted during the first two weeks of any academic semester.

Violations of these rules and regulations may result in loss of permission to use space for the marketer.