



## Prohibition on the Marketing of Credit Cards Policy 2024 05

Pursuant to Article 129-A, Section 6437 of the New York State Education Law, the advertising, marketing, or merchandising of credit cards to students on campus is prohibited by the New York College of Health Professions (College) except in accordance with the following policy:

Any financial institution or business enterprise wishing to advertise, market, or merchandise credit cards to students on campus ("Marketer") must be registered and approved in writing by the College. Approval is solely at the discretion of the College and is made by the Office of Student Services. The College's e-mail system, social media platforms, or web pages may not be used for advertising or marketing credit cards to students.

The College may assess fees upon Marketers utilizing College facilities pursuant to this policy. Presence on campus will be limited to specific scheduled dates and certain areas of campus, as designated by the College. The Office of Student Services has been designated as the coordinating office regarding the presence of marketers on campus.

Marketers must offer information on other financial services which it provides. Marketers whose purpose is solely to solicit credit card applications will not be permitted on campus.

Marketers distributing credit card applications on the approved date, time, and area of campus must have information on hand to simultaneously disseminate to students regarding good credit management practices.

No tangible items of any kind may be provided to students in order to induce them to fill out a credit card application.

Any member of the College community who violates this policy is subject to disciplinary action as outlined in the *Code of Conduct*. Those not associated with the College who violate this policy shall be ejected from the College and may be denied access for a certain specified period.