



Category:  
Student Affairs

Responsible Office:  
[University Life](#)

**Other Requirement Title:**  
Credit Cards, Prohibition on the Marketing of

Document Number:  
3851

Effective Date:  
July 01, 2005

This procedure item applies to:  
Community Colleges  
State-Operated Campuses  
Statutory Colleges

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## Summary

The State University of New York (University) complies with the legal requirements of NYS Education Law §6437. Accordingly, the Board of Trustees of the State University of New York has adopted written rules for campuses regarding the prohibition of the marketing of credit cards to students.

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## Requirement

### I. Prohibition on the Marketing of Credit Cards

The State University of New York (University) complies with the legal requirements of NYS Education Law §6437. Accordingly, the Board of Trustees of the State University of New York has adopted written rules for campuses regarding the prohibition of the marketing of credit cards to students:

A. 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:

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

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## Definitions

There are no special definitions relevant to this requirement.

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## Related Procedures

[Campus Conduct & Other College Property used for Educational Purposes](#)

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## Forms

There are no forms relevant to this requirement.

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## Other Related Information

[NYS Education Law §6437](#) (Prohibition on the marketing of credit cards.)

Chapter 713, Laws of 2004

Memorandum to presidents from the office of University counsel and the office of student affairs and special programs dated May 2, 2005 advising campuses of New York State Education Law §6437. Specifically, effective July 1, 2005, campuses 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.

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## Appendices

There are no appendices relevant to this requirement.