

Prohibition on the Marketing of Credit Cards Policy

Background

New York State Law (Article 129-A, Section 6437) prohibits the advertising, marketing, or merchandising of credit cards to students on college campuses except pursuant to an official credit card marketing policy to protect students from predatory credit card activities.

Rationale

This policy fulfills Cooper Union's statutory obligation to adopt an official credit card marketing policy. The statute was passed to address an alarming trend in which college students who may lack financial management skills are solicited for credit cards on campus often incurring significant credit card debt that can lead to negative credit histories and sometimes bankruptcy.

Policy Statement

The Cooper Union for the Advancement of Science and Art bans the advertising, marketing, or merchandising of credit cards to students on its campus. In addition, the school will not sell or otherwise make available student lists to credit card companies.

Implementation

The Cooper Union will not sell or otherwise make available student lists to credit card companies. The term "credit card companies" as used in this policy includes all financial institutions and any other issuers of credit cards. Moreover,

- Banking institutions are prohibited from soliciting students on Cooper Union's campus. New students are provided with information about how to establish checking and savings accounts and are given a list of local area banks.
- Cooper Union will not include credit card applications and brochures in its onboarding correspondence.
- Cooper Union and its employees are not permitted to engage in revenue-sharing arrangements with any lender nor will its employees steer borrowers to particular lenders or delay loan certification.
- Credit card and debt education will be a regular part of campus financial guidance programming.

In addition, Cooper Union has instituted highly ethical standards and best practices to fully comply with the law regarding lending practices. These best practices are established in the [Financial Aid Code of Conduct](#).

Associated Policies:

- [Financial Aid Code of Conduct](#)