

BARNARD COLLEGE POLICY ON THE ON-CAMPUS MARKETING OF CREDIT CARDS TO STUDENTS

Pursuant to Article 129-A Section 6437 of the New York State Education Law, Barnard College has adopted the following policy on the direct merchandising of credit cards to students on the Barnard College campus.

Policy:

Barnard College (the “College”) prohibits the advertising, marketing, or merchandising of credit cards on the Barnard College campus to students except in strict compliance with this Policy.

- I. All banks and other commercial entities (including their third-party representatives) (“Credit Card Marketers”) shall be required to register with the campus administration before engaging in the on-campus advertising, marketing, or merchandising of credit cards to students.
- II. Such on-campus advertising, marketing, or merchandising of credit cards to students shall be limited to specific dates and areas of the campus as designated by the College.
- III. Credit Card Marketers may, at the College’s discretion, be prohibited from offering gifts to students in exchange for completing credit card applications.
- IV. Credit Card Marketers engaged in the on-campus advertising, marketing, or merchandising of credit cards to students in violation of any provision of this policy may be denied access to the campus for engaging in such activities for a specified period, depending on the nature and extent of the violation.

Policy Effective: June 2006

Policy Reviewed: April 2012