



General Assembly

Substitute Bill No. 6483

January Session, 2009

* HB06483BA 031109 *

**AN ACT CONCERNING CREDIT CARD OFFERS ON COLLEGE
CAMPUSES.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective July 1, 2009*) On or before January 1, 2010,
2 the Board of Governors of Higher Education shall adopt policies
3 regulating credit card company marketing practices on campuses
4 within the state system of higher education. Such policies shall (1)
5 require credit card companies to register with the public institution of
6 higher education before conducting any marketing activities on the
7 campus of such institution; (2) prohibit credit card companies from
8 soliciting undergraduate students during the class registration period;
9 (3) require credit card companies to distribute debt education
10 materials; (4) prohibit public institutions of higher education from
11 selling student information to credit card companies; (5) prohibit
12 employees of such institution from marketing credit cards to students;
13 (6) restrict the time and place in which credit card marketing may
14 occur; and (7) prohibit the use of gifts and incentives in such
15 marketing.

This act shall take effect as follows and shall amend the following sections:		
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Section 1	<i>July 1, 2009</i>	New section
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BA *Joint Favorable Subst.*