

# HOUSE BILL 1210

I2, F2

8lr2630

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By: **Delegates Krebs, Aumann, Bates, Beidle, Beitzel, Bobo, Eckardt, Elliott, Elmore, Feldman, Frank, George, Howard, Hubbard, King, Kipke, Kramer, Manno, McComas, McConkey, Minnick, Montgomery, Myers, Norman, Shewell, Sossi, Stocksdales, Stull, and Walkup**

Introduced and read first time: February 8, 2008

Assigned to: Economic Matters

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## A BILL ENTITLED

1 AN ACT concerning

2 **Consumer Protection – Credit Cards – Student Applicants**

3 FOR the purpose of prohibiting credit card issuers from offering gifts in exchange for  
4 the completion of a credit card application as a part of a certain marketing  
5 program conducted on a campus of or at an athletic event of an institution of  
6 higher education in the State; prohibiting credit card issuers from purchasing or  
7 otherwise obtaining from an institution of higher education certain information  
8 about the students at the institution of higher education; defining certain terms;  
9 and generally relating to the solicitation of student credit card applicants.

10 BY adding to

11 Article – Commercial Law

12 Section 13–319

13 Annotated Code of Maryland

14 (2005 Replacement Volume and 2007 Supplement)

15 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF  
16 MARYLAND, That the Laws of Maryland read as follows:

17 **Article – Commercial Law**

18 **13–319.**

19 (A) (1) IN THIS SECTION THE FOLLOWING WORDS HAVE THE  
20 MEANINGS INDICATED.

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EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1           (2)    **“CREDIT CARD” MEANS A CARD OR DEVICE ISSUED UNDER AN**  
2 **AGREEMENT BY WHICH THE CREDIT CARD ISSUER GIVES TO A CARDHOLDER**  
3 **RESIDING IN THE STATE THE PRIVILEGE OF OBTAINING CREDIT FROM THE**  
4 **CREDIT CARD ISSUER OR ANOTHER PERSON IN CONNECTION WITH THE**  
5 **PURCHASE OR LEASE OF GOODS OR SERVICES PRIMARILY FOR PERSONAL,**  
6 **FAMILY, OR HOUSEHOLD USE.**

7           (3)    **“CREDIT CARD ISSUER” MEANS A FINANCIAL INSTITUTION, A**  
8 **LENDER OTHER THAN A FINANCIAL INSTITUTION, OR A MERCHANT THAT**  
9 **RECEIVES APPLICATIONS AND ISSUES CREDIT CARDS TO INDIVIDUALS.**

10          (4)    (I)   **“CREDIT CARD MARKETING ACTIVITY” MEANS ANY**  
11 **ACTIVITY OF AN AGENT OR EMPLOYEE OF A CREDIT CARD ISSUER THAT IS**  
12 **DESIGNED TO ENCOURAGE STUDENTS AT AN INSTITUTION OF HIGHER**  
13 **EDUCATION IN THE STATE TO APPLY FOR A CREDIT CARD.**

14                   (II)   **“CREDIT CARD MARKETING ACTIVITY” INCLUDES THE**  
15 **ACT OF PLACING A DISPLAY OR POSTER TOGETHER WITH CREDIT CARD**  
16 **APPLICATIONS ON A CAMPUS OF AN INSTITUTION OF HIGHER EDUCATION IN**  
17 **THE STATE, WHETHER OR NOT AN EMPLOYEE OR AGENT OF THE CREDIT CARD**  
18 **ISSUER ATTENDS THE DISPLAY.**

19          (5)    **“INSTITUTION OF HIGHER EDUCATION” HAS THE MEANING**  
20 **STATED IN § 10–101 OF THE EDUCATION ARTICLE.**

21          (B)    **A CREDIT CARD ISSUER MAY NOT OFFER GIFTS IN EXCHANGE FOR**  
22 **THE COMPLETION OF A CREDIT CARD APPLICATION AS PART OF A CREDIT CARD**  
23 **MARKETING ACTIVITY CONDUCTED ON A CAMPUS OR AT AN ATHLETIC EVENT OF**  
24 **AN INSTITUTION OF HIGHER EDUCATION IN THE STATE.**

25          (C)    **A CREDIT CARD ISSUER MAY NOT PURCHASE OR OTHERWISE**  
26 **OBTAIN FROM AN INSTITUTION OF HIGHER EDUCATION IN THE STATE THE**  
27 **NAMES, ADDRESSES, OR ELECTRONIC MAIL ADDRESSES OF THE STUDENTS AT**  
28 **THE INSTITUTION OF HIGHER EDUCATION.**

29           SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect  
30 October 1, 2008.