

Department of Legislative Services
Maryland General Assembly
2000 Session

FISCAL NOTE

House Bill 1155 (Delegate Pitkin. *et al.*)

Commerce and Government Matters

Consumer Protection - Credit Cards - Student Applicants

This bill requires credit card issuers that conduct credit card marketing activities on a campus of a higher education institution to provide a program of education, with specific minimum content, on the responsible use of credit to students on that campus and their families prior to or contemporaneous with any on-campus marketing activity. A credit card may not be issued to a student at a higher education institution unless the student's application includes proof that the applicant has attended the credit educational program. The bill prohibits credit card issuers from purchasing or otherwise obtaining from a higher education institution the names or addresses of the students at the institution. The bill also prohibits credit card issuers from offering gifts or other promotional incentives to students at a higher education institution in connection with an application for a credit card.

Fiscal Summary

State Effect: Enforcement could be handled with existing resources.

Local Effect: None.

Small Business Effect: None.

Analysis

Current Law: No provision of law prohibits a credit card issuer from obtaining a list of names or offering gifts or other promotional incentives to students at higher education institutions in connection with an application for a credit card.

Additional Information

Prior Introductions: None.

Cross File: None.

Information Source(s): Higher Education Commission, University System of Maryland,
Department of Legislative Services

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cm/jr

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