

# Marywood University

## Policies and Procedures

### Credit Card Marketing On-Campus Policy

#### **Policy Statement:**

The purpose of this policy is to regulate the marketing of credit cards on the Marywood University campus in accordance with Pennsylvania Code Section 23 - 2302 A: Regulation of On-Campus Credit Card Marketing, effective July 1, 2024.

Marywood University prohibits any marketing, advertising, or merchandising of credit cards on the Marywood University campus. Marywood University does not permit credit card companies to reserve space on its campus in order to market credit cards. This prohibition applies to all banks and other commercial entities, including their third-party representatives, that engage in the on-campus marketing of credit cards to students through solicitation activities.

Marywood University prohibits banks and other commercial entities, including their third-party representatives, from collecting personal information from students, specifically for credit card application purposes, on the Marywood University campus.

#### **Definitions:**

**Marketing:** Any activity conducted with the goal of selling products or services.

**Credit Card:** Account that allows holder to purchase goods or services on credit.

**Policy History:** 12-04-2024 - The President of the University approved the establishment of the policy as recommended by the Policy Committee of the University at their October 18, 2024 meeting.

## MARYWOOD UNIVERSITY POLICIES AND PROCEDURES

**Mary Theresa Gardier Paterson, Esquire**  
**Secretary of the University and General Counsel**