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CHANCELLORS

Dear Colleagues:

The enclosed revised Appendix D of the *Policies Applying to Campus Activities, Organizations, and Students* is effective immediately.

Appendix D, *Policy and Supplemental Guidelines on the Marketing of Credit Cards to Students* (re-named; formerly "*Policy and Supplemental Guidelines on the On-Campus Marketing of Credit Cards to Students*") is compliant with the Credit Card Accountability Responsibility and Disclosure (CARD) Act of 2009. The policy is amended to:

- 1) broaden its applicability to include credit card marketing activity on or near (within 1,000 feet of) campus, or at an event sponsored by the campus (e.g., athletic events on or off campus);
- 2) broaden its focus on solicitation activities beyond only "tabling" activities to marketing activities generally;
- 3) modify campus disclosure requirements for all contracts and agreements with banks or other commercial entities for the purpose of marketing credit cards; and
- 4) remove all exemptions for banks or other commercial entities from compliance with any provision of the *Policy*.

The *Policy* has been reviewed and approved by the Office of the General Counsel and Student Affairs, and has been shared and discussed with Alumni Affairs and the UCOP Banking Services Group. Because these revisions are necessary to maintain the University's compliance with the law, the revisions are being issued without the full consultative process that typically accompanies systemwide policy revisions.

The revised *Policy* may be accessed online at:  
<http://www.ucop.edu/ucophome/coordrev/ucpolicies/aos/ucappd.html>

A printed copy of the revised *Policy* is enclosed for your convenience, but the *Policy* as it appears online should always be considered by campuses as the official record.

Sincerely,

Mark G. Yudof  
President

Enclosure

cc: Director Alivisatos  
Members, President's Cabinet  
Universitywide Policy Office