



Alumni Hall

Purpose and Scope

The purpose of this policy is to regulate the marketing of credit cards to students, faculty, and staff on Keystone College's campus. This policy is in compliance with the Pennsylvania School Code Section 2302-A: Regulation of On-Campus Credit Card Marketing, effective July 1, 2024.

Policy Statement

Keystone College prohibits the marketing, advertising, or merchandising of credit cards on campus. This prohibition applies to all banks or other commercial entities with the exception of Penn East Federal Credit Union Keystone College branch. Penn East Federal Credit Union (branch located on-campus only) has been authorized to use the Keystone College logo on a DEBIT card that may be issued to students who open an account. Marketing of this DEBIT card may only occur in the PEFCU branch located on campus and may not occur at any other location on campus.

Keystone College prohibits the collection of personal information from students with the purpose of applying for a credit card on campus. In addition, Keystone College prohibits any solicitation activities on campus with the express purpose of opening a credit card.

This policy does not prevent students and employees from using Penn East Federal Credit Union, our on-campus banking partner, from using any and all banking services available.

Definitions

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

Credit Card: Account that allows the holder to purchase goods and services on credit.

Approvals

Reviewed by: Vicki A. Stanavitch, Ph.D., Provost and Vice President of Academic and Student Affairs;
James Scanlon, Keystone College General Counsel

Policy Owner: Vice President for Academic and Student Affairs

Approved by: *Vicki A. Stanavitch, Ph.D.*

Vicki A. Stanavitch, Ph.D.

Provost and Vice President of Academic and Student Affairs

January 28, 2025