

Keystone College

Policy Title: Credit Card Marketing Policy

Policy Owner (position title): Provost and VP Academic & Student Affairs

Effective Date: January 2025

Last Reviewed (date): July 2026

A. 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. 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.

B. Reason for Policy:

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.

C. Entities Affected by the Policy:

Students, Faculty, and Staff

D. 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.

E. Related Documents - Policies, Procedures, Other Forms: n/a

F. Contacts:

Vicki A. Stanavitch, Ph.D.

Provost/Vice President of Academic and Student Affairs

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G. Appeal Statement/Process: n/a

H. Location: Consumer Information website