

DATE: October 30, 2007

SUBJECT: Agencies issue final rules on affiliate marketing. (Reg. V)

HIGHLIGHTS: The federal financial regulatory agencies issued final rules today that provide consumers with an opportunity to "opt out" before a financial institution uses information provided by an affiliated company to market its products and services to the consumer. The final rules on affiliate marketing implement section 214 of the Fair and Accurate Credit Transactions Act of 2003, which amends the Fair Credit Reporting Act (FCRA).

DOCUMENT

LOCATION: <http://www.federalreserve.gov/newsevents/press/bcreg/20071025a.htm>

**FURTHER
INFORMATION:**

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