

From: Susan L Brinkman-Doughty  
Subject: Reg I I - Debit card Interchange

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Comments:

January 25, 2011

Federal Reserve Board  
Board of Governors of the Federal Reserve System  
20th Street and Constitution Avenue NW  
Washington, DC 20551

Dear Federal Reserve Board:

The proposed debit interchange rates concern me. It is my understanding that this regulation is intended to help consumers. I am sorry but I do not see how this can help consumers in any way. The intent is to take away interchange fees from the financial institutions and remove fee's retailers pay for these debit and or credit card transactions. The idea is for the retailers to give the fees back to the consumers by reducing their prices. I just read where a major discount store is increasing prices. On top of that if the interchange fee is taken away from financial institutions, they will raise fees elsewhere. I have an account at a local large bank in Texas and I received a notice yesterday that if I have a Non-sufficient fund item it will cost me \$37.99 plus they will charge me 17.99% interest if the account goes negative. Have you looked at Bank of America's or Chase Banks's new fee schedule. I will not have non-sufficient fund charges, however I know many consumers that do. I have my Share, Checking, IRA's, and Certificate of deposit in a smaller Credit Union. It provides me all the services I need and I do not pay fee's. I am sorry but I do not understand why the Federal Government would price fix interchange fees. Who benefits????? I can promise it is not the consumer. In addition right now my credit union is responsible for any charges I did not make on my debit card and/or if there is a breach with someother sytem and someone gets a hold of my debit card information. What is the retailers responsibility?????? NONE. Lets at leaset try to play fair here. I go into Walgreen's on anyday and if I use my debit or credit card FOR LESS THAN \$75.00, they do not even look at the name on the card OR ASK ME TO SIGN THE RECEIPT. I am sorry but again the consumer will lose, even if there is a two tiered system small issuers will be required to spend money to be on the two tiered sytem and again fees will rise at Financial Institutions and there is no part of regulating what the retailers do. Every one is in this to make money and give the consumer what they like. The debit card is a good thing. Why do we need to make it unfair to consumers. As my credit union I use is fairly small comparded to larger Ten Billion Dollar Banks, I don't want my fees to go up so they can continue offering debit cards, nor do I believe retailers will lower their prices. Please take this into consideration before this regulation is final.

Thanks You

Sincerely,

Susan L Brinkman-Doughty