

Subject: Regulation AA

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Comments:

Strict regulation must be demanded that require plain, simple language in large print that explains the terms of the cardholder agreement. I'm a credit savvy consumer that was just dinged by Capital One on a hidden fee. I missed it, my fault. But who's to know what other fees and charges are being unfairly assessed to less sophisticated customers. It is their responsibility to be a fair lender and for my money the industry is out of control, taking advantage of the typical citizen by offering hyperbole such as "get what you deserve in life now by buying with credit". Not everyone deserves credit and if this industry wants to act irresponsibly they need to take the hit in their own finances, not by unscrupulously charging their other customers for losses due to bankruptcies and foreclosures.