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Comments:

Public Comments on Debit Card Interchange Fees and Routing:

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I think it is important to up hold this proposed rule on Debit Card Interchange fee. Retailers are constantly being forced to payer higher fees for doing credit card and debit card buisness even though the technology has greatly improved that should have driven down this cost. These types of fees have caused higher prices to our consumers at the expense of higher profit to the financial institutions. Retailers don't only pass these costs on to consumers, they must also pass on the cost to protect consumer information (PCI requirements) that the major brands have forced onto retailers. The financial institues force the requirements, but do not take on any of the responsibilities themselves. I believe this is a good start to drive down the cost of interchange and put it more inline with other countries and more inline of the actual cost of doing business. It should not be used for a revenue stream for financial institues.

Thank you