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Subject: Reg I I - Debit card Interchange

Comments:

Date: Dec 24, 2010

Proposal: Regulation II - Debit Card Interchange Fees and Routing

Document ID: R-1404

Document Version: 1

Release Date: 12/16/2010

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Comments:

Regulating debit card interchange is a very bad idea. There is a COST to doing business related to debit cards. The banks have to cover losses associated with fraud, etc., so the COST of the debit interchange is related to those operational expenses. By the government coming in and setting some random transaction fee amount, without taking into account the COST of doing business, shows a lack of due diligence and responsibility on behalf of the federal government. It makes absolutely no sense, in my opinion, for a small business owner to lobby government to regulate the pricing of a "service" that DOES NOT have to be provided. Debit cards are a payment OPTION, not a payment REQUIREMENT, small business owners are allow the convenience (along with the increased sales and/or sustained sales) to accept debit cards as a payment OPTION. If a particular small business owner believes that debit card interchange is too high, why not just shut off the processing terminal and cancel your merchant services agreement? In that situation, you only have to worry about accepting cash (which means if you are robbed, potentially all of your day's sales will go out the door with the robber), and checks (which means you stand a higher risk of fraud on a good number of your transactions), this doesn't include the ease of theft on behalf of employees. There's a large list of benefits that go to the small business owner to accept debit cards along with a host of associated COSTS that are paid to the banks that allow YOU Mr. Small Business Owner to accept those debit cards and obtain the benefits. Mr. Small Business Owner, how you would feel if I went to the government and lobbied to say that the price you charge for pizza is too high, and the government sets a mandate that no pizza shop sell pizza over \$10 despite how big the pizza is? Would that be profitable? Would you want to continue in the pizza business? Tell your customers that you do not accept debit cards because, the "banks" charge you too much. See how long your pizza shop stays in business. There's a pizza shop I know of in my local town that receives massive walk-outs daily despite having already made the pizza by call-in order, when customers

come in the shop and are told they can't use their debit card or credit card because "the banks charge us too much." I would rather eat the small cost of accepting my customer's debit card then to LOSE the entire sale. But then again, not everyone uses common sense in business, which is easily provable considering the business owners lobbying the federal government to regulate debit cards.