

Jennifer J. Johnson  
Secretary  
Board of Governors of the Federal Reserve System  
20<sup>th</sup> Street and Constitution Avenue, NW.  
Washington, DC 20551

Re: Docket No. R-1404 and RIN No. 7100 AD63

February 14, 2011

Board of Governors of the Federal Reserve System,

I first must thank you for the opportunity to address you on this new rule; however, I must be honest that I do compose this letter to you with some hesitation. I want my opinion to come through as factual yet this is a very emotional topic for me as a head of household and a budget minded consumer.

The state of our economy concerns me as I am sure it does other consumers. It seems very apparent to me that this new rule will result in new fees and charges from my bank for services I've received free of charge for many years. This hampers my budget and the way I support my family. The true beneficiary of this rule is the merchant. I don't want to be forced to pay higher fees and lose my free checking so that a retailer that I already purchase goods and services from has potential of making even more money when I use my debit card that is ultimately costing me money to use.

Unfortunately my concerns do not stop there; I also have concerns on a security levels as well. When I use my debit card I am confident in my bank and their process when it comes to detecting fraud and unauthorized use of my card. With this new rule my confidence has been suppressed. I feel that I will be depending on the merchant to step in and ensure my debit card is being used by me and not an imposter. I can tell you frankly this will not happen: it doesn't happen now. The idea that the merchant will enforce identification being checked against debit cards at the time of purchase is just something I have no confidence in.

This rule is leading to a decline in debit card use and an increase in check fraud, as well as numerous benefit losses to the consumer in the way of: checking account fees, loss of reward programs and over all confidence in what is being done in the name of protecting the consumer.

Sincerely,  
Faith Madrigal