

PUBLIC SUBMISSION

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Docket: CFPB-2014-0002

Agency Information Collection Activities: Submission for OMB Review; Comment Request

Comment On: CFPB-2014-0002-0001

Agency Information Collection Activities; Proposals, Submissions, and Approvals

Document: CFPB-2014-0002-0003

Comment on CFPB-2014-0002

Submitter Information

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General Comment

The notice apparently deals with extending (1) rules concerning notice about credit reporting activity and the right for consumers to access a free credit report, and (2) opt-out rules surrounding the use of consumer personal information for marketing purposes. In general, the rules pertaining to credit reporting activity are reasonable, with the exception of requiring "opt-out" (as opposed to "opt-in") and how industry implements the freed credit report access. This opt-out rule (like virtually all opt-out rules) put an undue burden on consumers, and "free" credit report access often is unnecessarily tied to unavoidable offers for credit products.

Notice about credit report activity and the right to get a free credit report should be extended but only if other aspects of the law are changed. If this section of the law also deals with HOW the free credit report is delivered (it is unclear from the notice), the industry needs to change its practice of tying the free credit report to offers to purchase other products. Internet searches for "free credit report" return many sites that tie purchases for products such as credit monitoring to the "free" credit report. This is confusing and burdensome for consumers. The rule should not be extended and another rule should be enacted to regulate the activities of free credit report sites and the manner in which they provide the report. Some sites do well by the consumer; for example, creditkarma.com allows users free access but separates advertising of credit products from the access. Furthermore, the rule concerning providing credit reporting information should be changed so that consumers are given free 24/7 access to all of their information. The credit reporting agencies provide a valuable service to society by aggregating and analyzing data. However, because this data and its use can have a profound impact on the

consumers (who also provides the data indirectly or directly), the consumer should have the same right to view the data as the credit reporting agencies themselves (with the possible exception of parameters estimates of proprietary credit models). Given the nature of their big-data systems, 24/7 access and validation of identity while significant activities would be small relative to the size of their entire operations.

The rule concerning the sharing of marketing information should be changed to an "opt-in" rule. If the extension of the rule in question is in lieu of changes to an "opt-in" rule, I am opposed to the extension. Rules that require consumers to opt-out of the use of their personal information for marketing purposes put an additional burden on consumers that is not part and parcel of the original business purpose for providing their personal information. Consumers are inundated with junk mail and various requests while trying to maintain their households and tend to their families. This opt-out rule should not be renewed.

As a final comment, I urge the CFPB to make plain-language Notices available. The notices are (ironically) not consumer friendly and require a law degree or regulatory experience to understand, making the consumer at the mercy of experts.

Thanks for your consideration.

Gregory E. Sierra