

All You Need To Know About Durbin 2.0

Megaretailers like Walmart, Target, and Home Depot are working to convince their allies in Congress to pass corporate welfare legislation paid for by American consumers. These Main Street job killing corporations want to impose new government mandates on how retailers process credit cards. While that might seem innocuous enough, it means the data and fraud protection you expect; rewards you use to pay for everyday items like gas and groceries; and convenience you have come to expect when using a credit card would all go away. Of course they aren't telling you this, but here are the facts...

FACT #1:

INTERCHANGE HAS NOT INCREASED

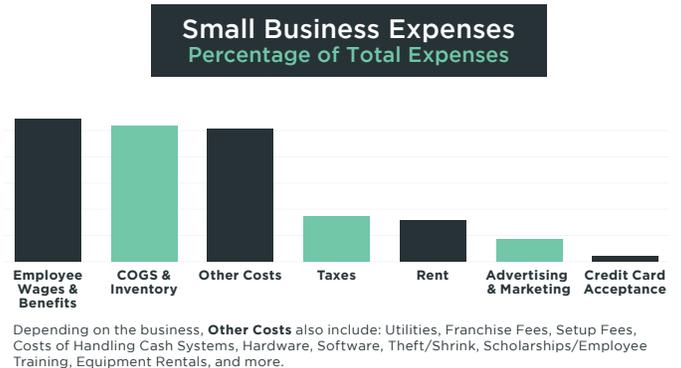
The rate of interchange has remained flat for the past seven years, as merchant sales have grown substantially. The only reason a merchant would pay more for interchange is because their sales went up proportionately.



FACT #2:

INTERCHANGE IS NOT AMONG THE LARGEST EXPENSES FOR MANY BUSINESSES

Data shows that credit card interchange is NOT among small businesses' top expenses. The average small business pays for rent, wages and benefits, taxes, advertising, inventory, utilities, insurance and cost of managing cash – one of the very smallest costs, at ~2%, is accepting credit card payments.



FACT #3:

CONSUMERS WILL NOT SEE ANY SAVINGS FROM ROUTING MANDATES

Credit card routing mandates would not lower the cost of goods for consumers, and in some cases, may raise costs for consumers.

Proponents of the 2010 Durbin amendment, which regulated debit routing and capped debit interchange, argued that merchants would pass along the savings but the Federal Reserve of Richmond found 98% of merchants either increased prices or kept them the same.

There is no evidence to suggest a credit-routing regulation would be any different.

FACT #4:

THE SO-CALLED SMALL BANK EXEMPTION IS MEANINGLESS

Community banks and credit unions would be hurt by proposed credit routing mandates – just as they were by the debit routing mandates they were allegedly “exempted” from.

Data from the Federal Reserve shows that community banks and credit unions have seen debit interchange losses between 10%-30% from 2011 to 2019.

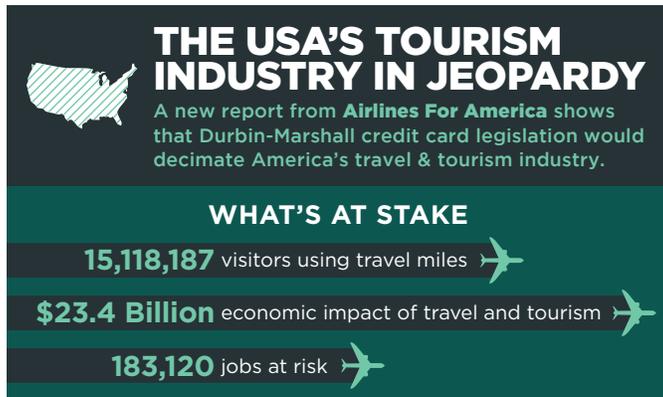
That is why every single credit union and community bank across the United States strongly opposes Durbin 2.0.

FACT #5:

LOCAL ECONOMIES WILL SUFFER IF DURBIN 2.0 PASSES

A recent *Airlines For America* study examining cobranded airline cards, which are held by approximately 30 million Americans, generate \$23 billion in domestic economic activity due to the 15 million trips Americans make using loyalty points.

If passed, Durbin 2.0 jeopardizes \$23.4 billion in economic growth and 183,000 jobs nationwide.



FACT #7:

CONSUMERS WILL LOSE DATA SECURITY & FOREIGN NETWORKS COULD ROUTE YOUR FINANCIAL TRANSACTIONS

Financial services companies spend billions of dollars each year to bolster cybersecurity, leading to technological advancements like tap-to-pay and contactless payments. But under Durbin 2.0, providers wouldn't have the interchange revenue to reinvest in consumer protections and innovation.

PPI also recently reported "Due to the heightened risk, banks and financial firms have invested considerable sums in data security. However, under the 2010 Durbin Amendment, routing decisions are shifted from banks and consumers to merchants, leaving the level of network security variable among any number of merchants. Unfortunately, many merchants have not adequately invested in data security resulting a number of serious data breaches," including Target, Home Depot and Wawa.

Supporters of Durbin 2.0 claim there is an exemption for routing your data through networks posing a national security risk, like China UnionPay. This provision though is not an explicit ban and tasks the Federal Reserve - an agency charged with overseeing monetary policy, not national security - with the authority to identify networks that pose a security risk. China UnionPay, however, is already operating in the U.S. today.

FACT #6:

CREDIT CARD REWARDS WILL DISAPPEAR FOR CONSUMERS & SMALL BUSINESS OWNERS

Not only would Durbin 2.0 rob consumers of their network choice, but it would eliminate funding for credit card rewards programs and cashback options that American families rely on.

In 2020, U.S. card rewards programs returned roughly \$60 billion to consumers of all income levels, helping working class families pay for groceries and back to school shopping. Credit card routing mandates would effectively eliminate credit card rewards as we know it.

A recent PPI study found "low-income individuals use rewards credit cards at a rate similar to high-income individuals" and "there is substantial evidence that caps placed on credit card transactions reduces rewards offered to consumers while increasing the cost of holding a card, ensuring consumers across income levels are left worse off."

FACT #8:

THE PAYMENTS MARKET IS HIGHLY COMPETITIVE

There are four global U.S. payment networks and two global payment networks based overseas.

In addition to these credit card networks, consumers also have the option to pay using a variety of fintechs, debit cards, cash or check.

The fact is, however, consumers actively choose credit cards as a payment option because of the convenience, security and benefits offered. The National Federation of Independent Business even said "credit card processing is a competitive industry" and that mom-and-pop businesses "come out ahead" when they accept credit cards.



Top 10 Benefits of Accepting Credit Cards

9. A merchant account is relatively inexpensive, considering what it delivers.

Credit card processing is a competitive industry, so even the smallest mom-and-pop outfit can find the right deal for accepting credit cards. The increase in sales that a business realizes when they start accepting credit cards will typically more than make up for their processing fees, so they come out ahead.

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