

# PREPAID NAVIGATOR

## *We are now Payments!*

We are very excited to share the Sunrise Banks Prepaid Division is now known as the Payments Division!

By rebranding as Sunrise Banks Payments Division we are poised for more great growth opportunities. Payments include prepaid but is also inclusive of National ACH, Bank sponsorship of check clearing, and prepaid payroll and healthcare card programs.

Check out our new website!

<https://sunrisebanks.com/payments>

**UDAAP**  
**COUNCIL**  
AN INDUSTRY FORUM

## UDAAP POLICIES AND PROCEDURES UPDATE

For years, federal banking supervisory agencies have actively enforced prohibitions against unfair and deceptive acts and practices under Section 5 of the Federal Trade Commission Act. Now, the Dodd-Frank act reiterates those prohibitions and proscribes “abusive” acts or practices.

UDAAP broadly covers advertising claims, marketing and promotional activities, and sales practices in general, as well as these same activities in print, online, television, telephone, and radio. Partners should be cautious when marketing a Program to ensure that no practice could be considered unfair, deceptive or abusive.

In late 2015, all partners were required to complete the Sunrise Banks UDAAP Training Attestation of 2015. Throughout 2016, Sunrise Banks will be expecting all partners to develop their own UDAAP policies and procedures. We are hoping you will take the time to really grab hold and make it your own, as UDAAP risk is affected by products/services as well as the fulfillment/customer service practices you have implemented for your products and services.

A great starting point for developing your own policies and procedures would be including some of the following key points.

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- **Marketing and Disclosures** – Outline and document your collateral standards and review process.
- **New Products and Fees** – Compliance and UDAAP should be part of the discussion and product development. Make sure that operations can deliver what is being promised, and validate the reasonableness of fees.
- **Third Party Management** – Ensure all controls are in place at the third party. Establish contractual protections, on-site reviews and when they would be conducted for high risk third parties. Avoid sales incentives that could lead to UDAAP violations.
- **Review Complaints** – The value of recording complaints and documenting complaint metrics ensures that you review all complaints. Make sure all third parties are doing the same and look for trends.
- **Compliance Risk Management** – Should include training, risk assessments, monitoring, change management and the review of enforcement actions.

Feel free to also use the training material from the Sunrise Banks UDAAP Training while building out your UDAAP Policies and Procedures. Remember; try to make them your own! If you have any questions on this information please contact your Sunrise Banks Client Relationship Manager.

## MASTERCARD EASY SAVINGS

What is Easy Savings? Easy Savings is a Merchant funded and MasterCard managed automatic rebate program for small business cardholders. There is no cost for cardholders and the program is designed to partner with national merchants in key frequent usage categories.

Cardholders are automatically enrolled by BIN to receive these merchant rebates. And the Easy Savings program networks with thousands of well known locations such as Hilton Garden Inn, Hyatt Place, Ramada and Holiday Inn in the hotel category; Fuelman, Citgo, Exxon Mobil, and Shell in the fuel industry; and Bonefish Grill, Scooters, PotBelly, and Outback in the restaurant industry. A full list of participating merchants is available at [www.easysavings.com](http://www.easysavings.com).

If you are interested in enrolling your business cardholders in this rebate program please speak with your Client Relationship Manager for more information.



**Easy Savings**

## Vendor Spotlight



CPI Card Group is a leading provider in payment card production and related services, offering a single source for financial and prepaid debit cards, including EMV chip, personalization, instant issuance, fulfillment and mobile payment services. With more than 20 years of experience in the payments market and as a trusted partner, CPI's solid reputation of product consistency, quality and outstanding customer service supports our position as a leader in the market.

Serving our customers from nine locations throughout the U.S., Canada and the U.K., we have the largest network of high-security facilities in North America, each of which is certified by one or more of the payment brands: Visa, MasterCard, American Express, Discover and Interac in Canada.

### Website

<http://www.cpicardgroup.com>

### Contact

Steven Schmuelling  
Manager of Business Development  
Phone: (303) 880-5242  
Email: [sschmuelling@cpicardgroup.com](mailto:sschmuelling@cpicardgroup.com)

### Address

10368 W. Centennial Rd.  
Littleton, CO 80127



## MASTERCARD 2-SERIES BIN IMPLEMENTATION

The rapid growth of the payments industry presents great opportunities and challenges. Industry growth is staggering. More than 50 billion devices are expected to be connected by 2020, with up to 30% of all payments being made through digital devices and channels.

This exponential growth means the current supply of BINs is being rapidly tested. MasterCard is working with issuers to optimize their businesses throughout this dynamic and critical time.

To expand supply MasterCard is rolling out an additional range of six-digit BINs (222100-272099). This will effectively double the existing supply of MasterCard BINs. The 2-series BINs adhere to today's ISO industry standard and will work exactly the same way as the 5-series BINs do today.

The changes to support the 2-series need to be integrated into issuers, acquirers, merchants and processors' systems by October 2016.

If you have questions on this new BIN series implementation please contact MasterCard at [BIN\\_Inquiries@mastercard.com](mailto:BIN_Inquiries@mastercard.com).

## MONEYGRAM



Program Managers offering reloadable prepaid card programs through Sunrise Banks can now load cards with MoneyGram as a load network. The program BIN will need to be installed through joint paperwork with the Sunrise Banks operations team as well as a contract with MoneyGram. Please speak to your Client Relations contact to arrange for the implementation of the service.

MoneyGram offers services through a global network of approximately 350,000 agent locations, including retailers, international post offices and banks. Customers can load and reload prepaid cards at an agent location or through MoneyGram Online with a credit or debit card.

MoneyGram can also provide bill payment services that enable customers to complete urgent payments or pay such routine bills as rent, automobile payments and phone bills, with same-day and two- or three-day options. MoneyGram offers more than 14,000 payment options to billers in key industries, including in credit card, mortgage, auto finance, healthcare, utilities and property management.

### Contact

Matt Fathy, National Sales Manager – Payments  
Direct: (916) 782-3381  
Cell:(916) 865-7043

## MEET THE TEAM



### Front Row

Heather Schumacher, VP, National Products Operations  
Jody Heberlee, Client Relations Manager  
David Reiling, CEO  
Joan Herman, SVP, Payments Division  
Stephanie Pfeifle, Operations Specialist  
Maria Wilkison, National Products Operations Specialist  
Pam Mortimer, Prepaid DBA

### Back Row

Brian Tordsen, EVP, Director - National Products Group  
Nancy Elsbecker, Compliance Analyst  
Pete Hedglin, Compliance Manager  
Tony Scholla, IS Vendor Management Specialist  
Lacey Pressler, Prepaid Billing and Implementation Specialist  
Michael Christians, Client Relations Manager  
Teresa Freeman, Operations Specialist  
Sherri Baseley, Client Relations Manager