



Corporate Compliance

100-01-06-40
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October, 28, 2004

Federal Trade Commission
FACTA prescreen Rule
Post Office Box 1030
Merrifield, VA 22116-1030
(via <https://secure.commentworks.com/ftcprescreen/>)

RE: FACTA Prescreen Rule, Project No. R411010

BB&T Corporation (“BB&T”) appreciates the opportunity to comment on the Federal Trade Commission’s proposal regarding Prescreen Opt-Out Disclosures. BB&T is a regional financial holding company with numerous banks and non-bank subsidiaries. Our comments are as follows:

BB&T agrees that most of the proposed rule meets the intent of the FACT Act which is to present Prescreen Opt-Out Notices in such format and in such type size and manner as to be simple and easy to understand. The one requirement that we oppose is the requirement that the type size be larger than the type size of the principal text on the same page. The short notice minimum 12-point type and long notice 8-point type is sufficient and comparing type size to the principal text on the same page is excessive and will put unexpected burden on persons who use prescreen offers. In the electronic world text can be words or pictures. Determining what is the principal text of a document is very subjective and could become more important than if the notice is prominent, clear, and conspicuous. The proposal offers several good suggestions on specific ways to make the notice distinct from other text but requiring it to be larger than the principal text will only hinder the promotion of credit.

Thank you for the opportunity to provide these comments. We understand the difficulty of prescribing a regulation that is necessary and appropriate to protect legitimate business needs with respect to Prescreen Opt-Out Notices.

Sincerely,

Mark D. Vaughn
Vice President and
Corporate Compliance Officer, CRCM