

Reasons You May Want to Opt-In to Privilege Pay for Everyday Debit Card Transactions

Regulations regarding Debit Card Transactions are changing - effective July 1, 2010.

As a service to you, your Heartland checking account currently has a convenient feature called Privilege Pay (an Overdraft Program) that allows us to approve transactions even if you don't have the funds available in your account to cover them.

According to new Federal Regulations we can no longer provide this coverage automatically for everyday debit card transactions. You must tell us if you want it by "opting-in" to the program by July 1st to continue this service.

***Not sure if you should Opt-In to Privilege Pay to cover your everyday debit card transactions?
Here are a few scenarios to consider when deciding the best option to meet your needs.***

What if:

1. You are at the checkout counter at the grocery store with \$300 worth of groceries in your cart. (the groceries add up to a little more than you thought). Your checking account has a balance of \$285. Would you want your Debit Card to clear?
2. You have \$285 in your checking account and you are out of town. Your car breaks down and you need to pay \$400 to get your car back. Your debit card is the only thing you have with you. Would you want your Debit Card to clear?
3. You think you have \$500 in your checking, however your direct deposit was delayed because of an error by your employer. Your balance is \$125. Would you want your \$200 Debit Card transaction for groceries to clear?

If you have not opted in, and Overdraft Protection resources (where funds are automatically pulled money from your savings or a line of credit to cover your transaction) are exhausted, your debit card transaction will be declined.

It's Your Choice

Choosing to opt-in or opt-out of Privilege Pay for everyday debit card transactions is up to you and we want to make sure all of your questions are answered. If you're unsure what to do please contact us to discuss your options.

Please be assured, there is NO FEE to have Privilege Pay set up on your account and NO FEE if you never use it. You only incur a fee when Privilege Pay is used to cover a transaction when you don't have enough funds in the account to cover the item. Think of Privilege Pay as an emergency fund - costing you nothing to have available but there when you need it most.