



## Marketing Triggers by Credit Inquiries

Ever apply for a loan and then receive multiple phone calls from solicitors wanting to provide you with credit? You are not alone. Many of our customers have notified us that after applying for a loan, they received unsolicited credit offers from other companies. This is because the three main credit bureaus, Experian, Equifax, and Transunion have made purchasing your credit inquiry data<sup>1</sup> that much more accessible. Credit inquiry data is when you apply for a loan, it is NOT your credit report or any private personal information.

The three major credit bureaus sell credit inquiry data as a marketing list. Other companies may purchase this data and watch for new “trigger events” to send you solicitations related to your recent credit inquiry. For example, a hard inquiry<sup>2</sup> will register on your credit report when you apply for a loan. Other companies see this event and send you the marketing solicitations by either phone calls, e-mails, texts, or mail.

The **advantage** for receiving solicitations from other companies is that you are provided with product choices and special credit offers that may not be available to the general public, and you can compare different offers from multiple companies you receive solicitations from to get the best deal.

Del Norte Bank and many other financial institutions cannot control solicitations you receive from other companies. However, if you would like to reduce the amount of solicitations you receive by opting out of the Consumer Credit Report List, you can visit <https://www.optoutprescreen.com>. To exercise your right to Opt-Out of firm offers of credit, you'll be asked to provide your personal information such as: Name, Address, Social Security Number, and Date of Birth.

**Once your request is received, it will take up to 5 days to be processed. Opting out of the credit inquiry marketing list will not impact your credit score or your ability to apply for credit or insurance.**

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<sup>1</sup> **Credit Inquiry Data** fall into two categories, either a soft inquiry or a hard inquiry. Soft Inquiries will not impact your credit rating or credit score. These are usually requested by companies offering promotions, reviewing your periodic information, or by an individual monitoring their credit.

<sup>2</sup> **Hard inquiries** may impact your credit rating or score. Companies typically request them after you have applied for a loan. Hard Inquiries are what triggers solicitations from other companies.