

UNITED STATES OF AMERICA
CONSUMER FINANCIAL PROTECTION BUREAU

ADMINISTRATIVE PROCEEDING

File No. 2014-CFPB-0007

In the Matter of:

**Synchrony Bank f/k/a GE Capital Retail
Bank**

**ORDER TERMINATING THE
CONSENT ORDER**

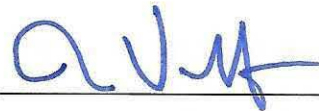
With the consent of Synchrony Bank f/k/a GE Capital Retail Bank (Bank), by and through its Board of Directors, the Consumer Financial Protection Bureau (Bureau) issued a Consent Order on June 19, 2014, for violations of: (1) Sections 1031(a) and 1036(a)(1)(B) of the Consumer Financial Protection Act of 2010, 12 U.S.C. §§ 5531 and 5536, related to deceptive practices in the marketing and sale of credit card add-on products; and, (2) the Equal Credit Opportunity Act (ECOA), 15 U.S.C. §§ 1691-1691f, and its implementing regulation, Regulation B, 12 C.F.R. pt. 1002 for discrimination on the basis of national origin in connection with two direct-mail collection offers that excluded certain consumers who had “Spanish-preferred” indicators on their accounts or mailing addresses in Puerto Rico.

To this date, the Bank has fulfilled its obligations under the Consent Order, including, among other things, providing at least \$259 million in redress to affected consumers, and paying a civil money penalty of \$3.5 million. In addition, the Bank ceased engaging in the practices cited in the Consent Order dated June 19, 2014.

In addition, Executive Order 14281 on “Restoring Equality of Opportunity and Meritocracy,” issued April 23, 2025, mandates that the Bureau eliminate the “use of disparate-impact liability in all contexts to the maximum degree possible” and requires that the Bureau “evaluate existing consent

judgments and permanent injunctions that rely on theories of disparate-impact liability and take appropriate action.” Because this Consent Order relied in part on a disparate impact theory of liability, its termination is appropriate to align with the Executive Order 14281.

Accordingly, under Paragraph 95 of the Consent Order, and pursuant to its authority under 12 U.S.C. § 5563(b)(3), the Bureau directs that the Consent Order be, and it hereby is, terminated this 12 day of May, 2025.

A handwritten signature in blue ink, appearing to read 'RV', is written over a horizontal line.

Russell Vought, Acting Director
Consumer Financial Protection Bureau