

## **The complaint**

Mr F complains NewDay Ltd (NewDay) refused his online credit card application to transfer his existing credit card account from another provider and gave poor customer service.

## **What happened**

Mr F says he held a partnership credit card with a major retailer, and it changed its card provider to NewDay. Mr F says this should have been a straightforward process, but after several attempts his online application was declined. Mr F says he then spent unreasonable lengths of time on the telephone trying to speak to NewDay and was passed to various different NewDay agents. Mr F says he was also worried his credit score had been an issue, although he felt he had a perfect credit score.

Mr F wants NewDay to apologise for the issues he has faced and to pay him compensation for the time and trouble he has been put to.

NewDay says Mr F's online application was processed by its underwriter's but the application was declined, as at that time it failed to meet its lending criteria and provided Mr F with various reasons why that might be. NewDay says it has apologised for the upset the declined application caused, but it hasn't made any errors here. NewDay says Mr F subsequently reapplied for a retailer partnership credit card the following month and this was approved.

Mr F wasn't happy with NewDay's response and referred the matter to this service.

The investigator looked at all the available information but didn't uphold the complaint. The investigator says it wasn't for him to decide whether or not NewDay should have agreed to the credit card application, only to consider if Mr F was treated fairly during the application process.

The investigator felt NewDay had considered Mr F's online application but at that time it didn't meet its lending criteria and it is not obliged to disclose its lending policy as this is business sensitive. The investigator acknowledged Mr F had submitted a new application a month later and this was successful. The investigator didn't feel NewDay had done anything wrong.

Mr F didn't agree with the investigator's view and asked for the matter to be referred to an ombudsman for a final decision.

## **What I've decided – and why**

I've considered all the available evidence and arguments to decide what's fair and reasonable in the circumstances of this complaint.

Having done so, I won't be upholding this complaint and I will explain how I have come to my decision.

I can understand it would have been upsetting for Mr F to have his online application for the

transfer of his existing retailer partnership credit card declined by NewDay. When looking at this complaint I will consider if NewDay acted reasonably when it declined Mr F's credit card application and if it treated him fairly during that process.

Mr F's complaint centres around the fact he was attempting to transfer his existing retailer partnership card from one provider to the new provider NewDay, and he can't understand or accept why this should have been so difficult to arrange and additionally that this matter proved very difficult to discuss with NewDay.

I understand the points Mr F makes here and while he may not agree, the fact the retailer changed its provider would mean any transfer of that facility would involve a new underwriting process by the new lender, here NewDay. NewDay have explained at the time of Mr F's online application in September 2022, it failed to meet its lending criteria and explained this to Mr F providing him with various scenarios why that might be.

As indicated by the investigator it's not the role of this service to tell NewDay it must divulge the reasons why the application didn't meet its lending criteria at that time, as this is considered business sensitive information. I am satisfied here NewDay did carry out a full credit review of the application but unfortunately for the reasons it explained in its final response letter to Mr F, it didn't meet its lending criteria at that time, although a subsequent application the following month was approved.

With that in mind although Mr F may have experienced some inconvenience trying to speak to NewDay, it has apologised for that and on balance I don't feel that in itself would warrant compensation here. On a final note, Mr F has questioned why his credit file showed his previous retailer partnership credit card provider, but this isn't something I can consider here as that's not the responsibility of NewDay.

While Mr F will be disappointed with my decision, I won't be asking anymore of NewDay.

### **My final decision**

My final decision is that I do not uphold this complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Mr F to accept or reject my decision before 20 September 2023.

Barry White  
**Ombudsman**