

The complaint

Ms M is unhappy that NewDay Ltd won't increase her credit card account limit and she doesn't think it's adequately explained why it won't.

What happened

Ms M recently asked NewDay Ltd to increase her credit card account limit. It refused. NewDay told Ms M that she doesn't meet its criteria to increase her credit limit at this time. It said it had considered 'internal factors' – for example, how Ms M has managed her account – and 'external factors', like the information that's available on her credit file.

Ms M doesn't think this is fair and referred her complaint to our service.

One of our investigators didn't think NewDay had done anything wrong.

Ms M disagrees and has asked that an ombudsman make 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.

When she first referred her complaint to our service, Ms M said she wanted to have 'an open discussion' with NewDay about her finances and to know precisely why she doesn't meet its criteria to increase her credit limit. And, ultimately, she wanted it to increase her credit limit.

More recently, Ms M told us she's concerned that the information NewDay has about her may be incorrect – and she says she won't know this unless it tells her exactly why she doesn't meet its criteria. More broadly, she's unhappy with what she perceives to be a lack of transparency and she doesn't think NewDay has treated her fairly. And while she's since opened a credit card account with a different finance provider, she would still like NewDay to increase her credit limit for convenience.

I know Ms M will be very disappointed, but it's for NewDay and NewDay alone to decide whether or not to increase her credit limit. It's explained to Ms M that she doesn't meet its criteria. And I don't think it needs to say more – or tell Ms M exactly what the criteria is or precisely why she doesn't meet it. Ultimately, it's a commercial decision for NewDay to make – and I've seen nothing to suggest I should interfere with its decision. If Ms M is still concerned about the information NewDay has about her, she can make a subject access request and check it herself.

My final decision

For the reasons I've given, I do not uphold this complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Ms M to accept or reject my decision before 1 December 2023.

Christopher Reeves
Ombudsman