

## **The complaint**

Mr M complains that NewDay Ltd (NewDay) declined to increase the limit on his NewDay credit card. He would like the limit increased

## **What happened**

The details of this complaint are well known to both parties so I won't repeat them again here, instead I will focus on giving the reasons for my 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 have reached the following conclusions:-

- I appreciate it must have been frustrating for Mr M that when the merchant whose credit card he held changed its provider to NewDay, that NewDay offered Mr L a much lower credit limit than he previously had. All the more so as Mr M has told us that he never missed any payments. However just because one provider offered a higher credit limit it doesn't mean NewDay has to honour or match that.
- We expect businesses to act responsibly when offering credit. Businesses will have their own criteria for deciding on credit limits – this is confidential business information and it's not for us to tell businesses what credit limits to offer individuals. Having carried out the checks that it did it wouldn't be appropriate for me to tell NewDay to raise Mr M's credit limit.
- I also appreciate Mr M has told us that he knows of other people who have been given higher credit limits – but their financial situations may not be identical to Mr M's. However, in this complaint, I can only consider Mr M's position not that of others.
- Finally, Mr M has also commented he feels the lower credit levels might be due to NewDay not having sufficient funds to offer higher credit limits. As our investigator has properly explained this is not in our remit to comment on or to consider. I understand Mr M has been given details of the Financial Conduct Authority (FCA) should he wish to address any such concerns to them.

## **My final decision**

My final decision is that I don't uphold this complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Mr M to accept or reject my decision before 9 January 2024.

Bridget Makins  
**Ombudsman**