

The complaint

Ms H complains about being declined a credit card and having a hard search registered on her credit file by NewDay Ltd ("NewDay").

What happened

Ms H applied for a credit card with NewDay and passed the first stage of the application, which she took to mean her application had passed. However, when she continued with the application, she subsequently found out she had been declined.

She contacted NewDay to question what had happened and was told that her application had failed to meet their lending criteria after a hard credit search was applied to her file. She is unhappy that she felt it had been accepted, and that NewDay responded to her complaint within 24 hours so she didn't feel they can have investigated the complaint fully.

She brought her complaint to our service, and an investigator here explained that her application had passed the initial eligibility checker, but when the full application was processed, it had failed to meet NewDay's lending criteria. They didn't uphold the complaint. They also said that while the complaint was responded to quickly, they've seen no evidence that NewDay didn't complete a full investigation.

Unhappy with this answer, Ms H asked for a second review of the case, so the case has come to me 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 agree with the answer provided by the Investigator. I'm sorry if Ms H believed she had been accepted for a credit card, but the data provided by NewDay shows that she had passed the initial eligibility checker, which confirms in its terms that it isn't an offer of credit, and customers may still be declined after a full credit search is carried out.

That is what happened here, and unfortunately when a full credit check was carried out, Ms H didn't meet the lending criteria set by NewDay. I can see that in their final response letter to Ms H, they have explained details of the checks they would have carried out at this stage, which is what we'd expect to see them do.

I'm sorry that Ms H was declined, but I can't agree that NewDay did anything wrong when assessing her application. Alongside this, I agree with the investigator when they say that whilst NewDay has responded very quickly to her complaint, there is no evidence they didn't investigate her complaint fully.

NewDay has an obligation to report accurate information to the credit reference agencies, so whilst I understand Ms H wanting them to remove the credit search from her file, that search is a true reflection of what happened, so NewDay are correct to report it. I won't be asking

them to do anything more.

My final decision

I am not upholding this complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Ms H to accept or reject my decision before 28 October 2025.

Paul Cronin
Ombudsman