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UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF CALIFORNIA

JAMES WALTERS, MICHELLE
DIXON, DEANA POLCARE, and
CHARLES POWELL on behalf of
themselves and all others similarly
situated,

Plaintiffs,

vs.

TARGET CORP.,

Defendant.

CASE NO. 3:16-cv-1678-L-MDD

**SECOND AMENDED CLASS
ACTION COMPLAINT**

Judge: Hon. M. James Lorenz
Place: Courtroom 5B

SECOND AMENDED CLASS ACTION COMPLAINT

Plaintiffs James Walters Michelle Dixon, Deana Polcare, and Charles Powell (“Plaintiffs”), individually and on behalf of all others similarly situated, through their undersigned counsel, allege the following based on personal knowledge as to allegations regarding Plaintiffs and on information and belief as to all other allegations.

INTRODUCTION

1. This is a proposed class action seeking monetary damages, restitution, injunctive relief, and declaratory relief from Defendant Target Corp., (“Defendant” or “Target”), arising from its deceptive, unfair and unconscionable practice of charging Returned Payment Fees (“RPFs”) ranging from \$20-\$40 in connection with its store-branded Debit RedCard (“Target Debit Card”)—which is actually not a debit card at all, and functions nothing like every other debit card on the market.¹

¹ Debit cards, as Investopedia.com explains, “deduct money directly from a consumer’s

2. Target, one of the first major retailers to introduce store-branded “debit” cards (as opposed to store-branded credit cards), entices consumers to sign up for and use the Target Debit Card by offering a 5% savings on all Target purchases. By incentivizing consumers to use a Target Debit Card over other electronic payment forms, Target saves on transaction costs associated with processing credit card or bank-issued debit card transactions.

3. In addition, Target uses the Target Debit Card as a significant source of revenue by assessing and collecting RPFs directly from consumers who use the card. This revenue is generated by deceptive practices.

4. As Target is well aware, consumers increasingly prefer to use debit cards for everyday purchases, as debit cards are convenient and allow purchases to be drawn directly and immediately from checking accounts, do not have associated transaction fees for accessing their own funds, and provide consumers with budgeting control and the peace of mind of making purchases without going into debt.

5. Consumers similar to Plaintiffs expect debit cards to result in an immediate withdrawal from their checking accounts if sufficient funds are available, or to result in a purchase declination at the point of sale if there are insufficient funds to cover the purchase—indeed, these are inherent aspects of debit cards.

6. True debit cards, unlike the Target Debit Card, come with significant consumer protections with respect to the assessment of overdraft fees. For true debit cards, banks or other issuers cannot assess overdraft fees on debit card transactions unless consumers affirmatively request that such insufficient funds transactions are paid. This is commonly known as “overdraft protection.” Target Debit Cards have no such protection.

checking account” and “do not allow [consumers] to go into debt” since the money is deducted from a consumer’s account immediately. *See* <http://www.investopedia.com/terms/d/debitcard.asp> (last visited June 3, 2016); *see also* <https://www.consumer.gov/articles/1004-using-debit-cards> (last visited June 3, 2016).

1 7. In account documents, employee interactions, public statements and
2 marketing materials, Target bolsters and exploits these consumer perceptions regarding
3 the performance of debit cards.

4 8. But because the Target Debit Card works nothing like a true debit card,
5 transactions are processed with a severe lag time and consumers are pummeled with
6 unfair and excessive fees they did not expect. Indeed, as occurred with Plaintiffs,
7 Target's deceptive and undisclosed processing practices often result in a consumer
8 paying nearly *\$100 in fees for one supposed insufficient funds event*—a catastrophic penalty
9 unheard of in the banking world for a simple overdraft.

10 9. This massive penalty occurs even when consumers, such as Plaintiffs,
11 make Target Debit Card transactions when they have sufficient funds in their checking
12 accounts to pay those Target transactions. Because Target delays deducting those
13 transactions from the consumer's checking account, intervening activity means that
14 often the consumer's checking account no longer has enough funds by the time Target
15 gets around to processing the transaction. Target then assesses a RPF—even though,
16 had Target's Debit Card worked like an actual debit card, or had Target simply acted
17 quicker to process the debits, it could have paid itself for the transaction and the
18 consumer would not have been charged a penalty from either his bank or from Target.
19 At the same time, the consumer's bank sometimes also assesses a Non-Sufficient Funds
20 fee ("NSF Fee") of \$29 or more, due to Target's attempted debit, *each time that Target*
21 *attempts and re-attempts to debit the same amount from an account.*

22 10. Even if consumers do not have enough funds as they attempt to use their
23 Target Debit Card for a transaction, they expect such a transaction to be declined by
24 Target—exactly how every other debit card in the marketplace operates. Target does
25 not do this either—instead, it lures consumers into making purchases they cannot
26 cover.

1 11. In both scenarios, consumers simply do not understand that Target's
2 unconventional and unprecedented method of processing "debit card" transactions will
3 result in overdrawn accounts and crippling fees.

4 12. Because the Target Debit Card is not a true debit card, Target is not
5 authorizing purchases at the point of sale and is neither deducting nor declining
6 transactions immediately. That means that Target builds in a time lag on all Target
7 Debit Card purchases that works to the detriment of consumers.

8 13. Due to this time lag, consumers are assessed crippling RPFs. These are in
9 addition to NSF Fees consumers receive from their banks when Target belatedly
10 processes a transaction that the bank rejects. Target then continues to attempt to re-
11 debit the checking account repeatedly, until the transaction is successfully completed.
12 Each time, the consumer's bank charges an NSF Fee if the transaction is declined. So,
13 as occurred with Plaintiffs, one supposed overdraft on a Target Debit Card purchase
14 can lead to nearly **\$100 or more in fees—something Target never once discloses**
15 **in the Target Debit Card marketing materials or contract documents.**

16 14. What's more, the NSF Fees charged by Banks would be barred by Federal
17 law if the Target Debit Card were a true debit card. In other words, if consumers such
18 as Plaintiffs made the same exact purchases, on the same exact dates, for the same exact
19 Target items, with a true debit card, the consumers' banks would be barred by federal
20 law from charging **any fees whatsoever** for those same transactions.

21 15. That difference between \$0 dollars in fees for using a true debit card and
22 \$100 in fees for using a Target Debit Card is unconscionable, deceptive, and never
23 disclosed by Target.

24 16. What's more, Target has virtually no risk from these supposed insufficient
25 funds transactions. It simply continues to attempt to debit the consumers' checking
26 accounts until enough funds are present. In the vast majority of cases, Target simply
27
28

1 pays itself back a few days later—after having started a devastating cascade of fees on
2 consumers’ checking accounts.

3 17. The potential \$100 or more double fee penalty that Target’s actions
4 subject its consumers to for supposed insufficient funds events is never disclosed or
5 authorized by the card contracts. And that double penalty is obscene and
6 unconscionable—especially when, as happens in the vast majority of cases, Target
7 simply re-debits the account a few days later, is fully paid at that point, and thus is
8 unharmed.

9 **THE PARTIES**

10 18. Plaintiff James Walters is a citizen of the state of California who resides in
11 San Diego, California.

12 19. Plaintiff, Michelle Dixon, is a citizen of the State of Florida who resides
13 in Spring Hill, Florida.

14 20. Plaintiff, Deana Polcare, is a citizen of the State of New York who resides
15 in Saratoga Springs, New York.

16 21. Plaintiff, Charles Powell, is a citizen of the State of North Carolina who
17 resides in Durham, North Carolina.

18 22. Defendant Target Corp. is a citizen of the state of Minnesota with
19 headquarters in Minneapolis, Minnesota.

20 **JURISDICTION AND VENUE**

21 **Jurisdiction**

22 23. This Court has original subject matter jurisdiction over this proposed class
23 action pursuant to the Class Action Fairness Act of 2005, Pub. L. No. 109-2, 119 Stat.
24 4 (codified in scattered sections of Title 28 of the *United States Code*), under 28 U.S.C. §
25 1332(d), which provides for the original jurisdiction of the federal district courts over
26 “any civil action in which the matter in controversy exceeds the sum or value of
27 \$5,000,000, exclusive of interest and costs, and [that] is a class action in which . . . any
28

1 member of a class of plaintiffs is a citizen of a State different from any defendant.” 28
 2 U.S.C. § 1332(d)(2)(A). Because Plaintiffs are citizens of the States of California,
 3 Florida, New York, and North Carolina, and Defendant is a citizen the State of
 4 Minnesota, at least one member of the plaintiff class is a citizen of a State different from
 5 Defendant. Further, Plaintiffs allege the matter in controversy is well in excess of
 6 \$5,000,000.00 in the aggregate, exclusive of interest and costs. Finally, Plaintiffs allege
 7 “the number of members of all proposed plaintiff classes in the aggregate” is greater
 8 than 100. *See* 28 U.S.C. § 1332(d)(5)(B).

9 24. This Court has personal jurisdiction over Defendant for reasons including
 10 but not limited to the following: Defendant regularly conducts business in this District.

11 **COMMON FACTUAL ALLEGATIONS**

12 **CONSUMERS REASONABLY UNDERSTAND THAT DEBIT CARDS** 13 **RESULT IN AN IMMEDIATE DEBIT OR DECLINATION, EVEN IF** 14 **DEBIT CARD TRANSACTIONS DO NOT “POST” UNTIL DAYS LATER**

15 25. Debit cards, as Investopedia.com explains, “deduct money directly from
 16 a consumer’s checking account” and “*do not allow [consumers] to go into debt*” since the
 17 money is deducted from a consumer’s account immediately. *See*
 18 <http://www.investopedia.com/terms/d/debitcard.asp> (last visited June 3, 2016); *see*
 19 also <https://www.consumer.gov/articles/1004-using-debit-cards> (last visited June 3,
 20 2016).

21 26. This is the widespread, common consumer understanding, including
 22 Plaintiffs’ understanding, of debit cards—since it is how every debit card in the United
 23 States works—except, that is, for the Target Debit Card.

24 27. Every debit card transaction in the United States, except for Target Debit
 25 Card transactions, occurs in two parts, whether it is a one-time transaction for a routine
 26 daily purchase or whether it is a recurring debit card transaction for a repeat household
 27 expense. First, authorization for the purchase amount is instantaneously obtained by
 28 the merchant. When a merchant physically or virtually “swipes” a customer’s debit

1 card, the credit card terminal connects, via an intermediary, to the customer's bank,
2 which verifies that the customer's account is valid and that sufficient funds are available
3 to cover the transaction's cost. If not, the transaction is declined.

4 28. At this step, for debit card transactions that are approved, U.S. banks
5 immediately reduce the customer's available funds or balance by a corresponding
6 amount, but do not yet transfer the funds to the merchant.

7 29. Sometime thereafter, the funds are actually transferred from the
8 customer's account to the merchant's account.

9 30. For transactions attempted on insufficient funds, banks decline those
10 transactions immediately and the transactions are not processed. Accordingly,
11 consumers who use debit cards reasonably anticipate that funds will be deducted from
12 their account immediately, or that their transaction will be denied if there are insufficient
13 funds in their account.

14 **TARGET'S MARKETING AND SIGN-UP MATERIALS**
15 **INTENTIONALLY PLAY OFF CONSUMERS' PREEXISTING**
16 **UNDERSTANDING OF, AND PREFERENCE FOR, DEBIT CARDS**

17 31. Target well knows that many consumers prefer debit cards for many
18 reasons. In fact, in 2012 the Target Debit Card was responsible for \$4.2 billion (or 5.7%)
19 of Target's retail sales. Consumer research indicates that consumers prefer debit cards
20 as a budgeting device; because they don't allow debt like credit cards do; and because
21 the money instantly comes directly out of a checking account.

22 32. Consumer Action, a national nonprofit consumer education and advocacy
23 organization, advises consumers determining whether they should use a debit card that
24 "[t]here is no grace period on debit card purchases the way there is on credit card
25 purchases; ***the money is immediately deducted from your checking account.*** Also,
26 when you use a debit card you lose the one or two days of 'float' time that a check
27 usually takes to clear." See <http://www.consumer->
28

1 action.org/helpdesk/articles/what_do_i_need_to_know_about_using_a_debit_card
2 (last visited June 8, 2016) (emphasis added).

3 33. Further, Consumer Action informs consumers that, “[d]ebit cards offer
4 the convenience of paying with plastic without the risk of overspending. When you use
5 a debit card, you do not get a monthly bill. You also avoid the finance charges and debt
6 that can come with a credit card if not paid off in full.” Consumer Action,
7 Understanding Debit Cards – Plastic with a Difference 3 (2007).

8 34. In other words, the key benefits of a debit card are that it allows
9 consumers to control spending and to rest assured that funds are deducted immediately
10 as they are spent.

11 35. Unsurprisingly, due to these consumer-friendly benefits, in 2015
12 consumers in the United States used their debit cards on average 21 times per month,
13 which is a 32% rise in usage over the past ten years. The amount consumers spend with
14 their debit cards is also on the rise. In 2015, Americans spent, on average, \$9,291
15 annually with their debit card, up from \$7,807 ten years ago.

16 36. According to a 2015 study conducted by Pulse, one of the nation’s leading
17 debit/ATM networks:

18 Consumer use of debit has been nothing short of remarkable...Debit has
19 steadily gained wallet share as consumers shift their spending to this
20 payment type. The use of debit for small-ticket purchases is particularly
21 noteworthy, where one-third of all debit transaction are for less than \$10
– purchases that historically would have been made with cash or not at
all.”

22 News Release, Pulse, Debit Industry Changes Markedly in 10 Years of Debit
23 Issuer Study (Aug. 6, 2015) (internal citations omitted).

24 37. Fully aware of the rise in consumer preference for debit cards, Target
25 intentionally exploits consumer understandings during the high-pressure, on the spot
26 sales pitches for Target Debit Cards.

27 38. Most consumers, such as Plaintiffs, sign up for the debit card when asked
28 to do so by a cashier at a Target store, and are enticed with a 5% discount.

39. Additionally, Target cashiers are incentivized to sign consumers up for the Target Debit Card while maintaining their “speed score.” In exchange for enrolling customers in the Target Debit Card program, Target cashiers are given bonuses based on the amount of Target Debit Card’s they sell and how quickly they are able to complete the transaction.

40. Target’s incentivized high-paced sign-up process increases consumer confusion.

41. During a normal checkout, Target cashiers inform consumers that purchases with the Target Debit Card are deducted directly from, and immediately from, consumer checking accounts.

42. Target furthers the consumer perception that the Target Debit Card works like a true debit card by requiring consumers to pick a unique personal identification number (“PIN”) for use with the Red Card, and requiring use of that PIN for purchases. It states in the Target Debit Card Agreement (the “Agreement”): “You must present your Card and enter your PIN if you wish to use your Card to pay for goods or services at Target retail stores.” Attached as Exhibit A is a copy of the Target Debit Card Agreement.

**THE SO-CALLED TARGET DEBIT CARD ACTUALLY WORKS
NOTHING LIKE EVERY OTHER DEBIT CARD**

43. The Target Debit Card, however, is not a debit card at all.

44. In truth, the Target Debit Card is a shrouded electronic check—one that Target does not process promptly and immediately. And unlike paper checks or other electronic checks, Target does not instantly verify the presence of sufficient funds in a checking account—though it has the capacity to do so.

45. Unlike a true debit card transaction, a Target Debit Card transaction occurs over the Automated Clearinghouse (“ACH”) network. ACH transactions occur on an entirely different network and by entirely different processes than debit card transactions.

1 46. Moreover, Target intentionally delays processing these ACH debits
2 quickly and immediately. In order to save on the processing fees it must pay to ACH
3 network participants, Target groups “debit” transactions together over several days,
4 then submits giant batches for processing through the network.

5 47. This results often in delays in processing transactions up to ten days—
6 even though most ACH debit transactions in the country settle on the very next
7 business day.

8 48. If Target acted more quickly, transactions would often debit while
9 consumers still had funds in their account. Instead, Target waits days to submit
10 transactions, often in order to group different transactions together and thereby
11 minimize the store’s transaction fees.

12 49. This processing delay means that funds available in consumer checking
13 accounts at the time they made a Target transaction are often no longer available. That
14 results in RPFs charged by Target plus NSF Fees charged by consumer banks, as
15 described herein.

16 50. This need not occur. Indeed, technology widely exists for the same-day,
17 virtually instantaneous processing of ACH debit transactions. Had Target truly wanted
18 its Target Debit Card to perform like a true debit card, it could have availed itself of
19 this technology. It chose not to do so in order to save on its own transaction costs, and
20 to increase its RPF revenue on the backs of its consumers.

21 51. Moreover, in the context of paper checks, technology also is widely
22 available and widely used by virtually all major retailers to instantly check consumer
23 checking accounts to make sure that sufficient funds exist to cover a paper check.
24 Target could easily use such technology here to ensure sufficient funds exist in a
25 checking account for a Target Debit Card transaction. It chooses not to, in order to
26 save itself transaction costs and to ensnare consumers in RPFs.

1 52. Target essentially concedes in the Agreement that it has a duty to process
2 transactions quickly and in a timely fashion, and agrees it is responsible for resulting
3 damages: “If we do not complete an EFT to or from your Deposit Account on time or
4 in the correct amount according to this Agreement, we will be liable for your losses or
5 damages.” Exhibit A p. 2.

6 53. However, Target has made the choice not to process Target Debit Card
7 transactions instantly or even quickly. It therefore does not process such transactions
8 “on time,” resulting in consumer harm.

9 **TARGET’S DEBIT CARD AGREEMENT FALSELY IMPLIES THE**
10 **TARGET DEBIT CARD WORKS LIKE A NORMAL DEBIT CARD, AND**
11 **SHROUDS THE TRUTH THAT THE TARGET DEBIT CARD IS NOT A**
 DEBIT CARD AT ALL

12 54. The Target Debit Card Agreement misconstrues the debit card processing
13 and RPF practices in several ways. There is a yawning gap between Target’s practices
14 as described in the Agreement and Target’s practices in reality.

15 55. First, Target nowhere discloses that consumers are subject to a double
16 penalty for what it deems to be an insufficient funds event—a double penalty that can
17 be nearly \$100 or more, as occurred with Plaintiff Walters. Target never states that
18 consumers will be charged both an RPF and an NSF fees by his or his bank during such
19 an event—or, indeed, that consumers can be liable for *repeated* NSF Fees each time
20 Target attempts unsuccessfully to debit an account. Had that disclosure been made
21 clearly, no reasonable consumer would have risked this jeopardy by using a Target Debit
22 Card.

23 56. Plaintiffs would not have signed up for the Target Debit Card had Target
24 accurately informed them of the possible penalties for merely using the card.

25 57. Overdraft fees are different from NSF Fees at U.S. banks. Overdraft fees
26 are charged when a banks pays a transaction even though the account lacks sufficient
27 funds. NSF Fees are charged when a bank rejects an attempted debit transaction.
28

1 Plaintiffs and similarly situated consumers who experienced Target's RPFs incurred
2 NSF fees in addition, not overdraft fees—and NSF Fees are never once mentioned in
3 the Target Debit Card Agreement.

4 58. The contract states that consumers may be charged "overdraft fees" by
5 their bank if they overdraw their consumer checking account, *but never discloses that*
6 *consumers will receive NSF fees from their bank for declined purchases*: "if you use this Card to
7 make a purchase that exceeds the balance in the deposit account that you linked to this
8 Card, that account may become overdrawn even if you chose not to allow overdrafts
9 with respect to a debit card issued by your Depository Bank, and you may incur
10 associated overdraft fees."

11 59. In other words, the double jeopardy fee scenario described above occurs
12 when a bank *declines* a Target Debit Card transaction, not when a bank pays such a
13 transaction into overdraft. But Target never discloses this. It never once discloses the
14 possibility of NSF Fees from a consumer's bank. Target's agreement also affirmatively
15 misstates the operation of its Target Debit Card in order to exploit the consumer
16 perception of debit cards by touting the key benefit of normal debit cards: that you
17 can't spend what you don't have. As Target states in the Agreement: "When you use
18 your Card, *you will be limited by the amount of funds in your Deposit Account and any available*
19 *overdraft line of credit that you may have in connection with your Deposit Account (if applicable)*, as
20 of the date the Depository Bank receives and processes an EFT."

21 60. This is an affirmative promise to decline transactions for which
22 insufficient funds exist. But Target does not do this—indeed, it does not even check
23 to see if there are sufficient funds in the account, as described above.

24 61. Other Agreement provisions promise that RPFs will *only* be charged when
25 Target is ultimately not paid for a transaction—but in fact, Target charges such fees
26 even when it repays itself just days later: "The Depository Bank may return as unpaid
27 an EFT if, for example, your Deposit Account does not have sufficient available funds
28

in it to cover the full amount of the EFT, or your Deposit Account is closed, or for other reasons...*In the event an EFT is returned or deemed unpaid, the funds owed to us will become immediately due and payable to us.* You agree to pay in United States dollars the full amount of the unpaid EFT and any applicable Returned Payment Fees.”

62. The provision quoted above indicates that an RPF is assessed only if the transaction is permanently returned or “deemed unpaid.”

63. Similarly: “If the Depository Bank returns an EFT unpaid for any reason, you agree to pay a ‘Returned Payment Fee.’”

64. But as occurred with Plaintiffs, the transactions aren’t “unpaid” at all—they are simply paid with a slight delay—after Target itself already built in its own delay to the process.

65. Moreover, at every possible turn, the Agreement shrouds the differences between the Target Debit Card and all other debit cards in the United States. The Agreement misdescribes and shrouds the true nature of the Target Debit Card, in order to falsely promise the benefits of a normal debit card without adequately disclosing the uniquely harmful and risky aspects of the Target Debit Card.

Important Messages

Transaction Detail

Transaction Date	Post Date	Merchant or Purchase Description	Amount
10/20/2015	10/20/2015	TARGET DEBIT CARD ACH PAY MENT	-\$102.17
10/20/2015	10/20/2015	TARGET NATIONAL CITY, CA	\$102.17
10/26/2015	10/27/2015	TARGET CHICAGO, IL INCLUDES \$20 CASH	\$57.82
10/27/2015	10/27/2015	TARGET DEBIT CARD ACH PAY MENT	-\$57.82
10/29/2015	10/30/2015	TARGET PEACHTREE CIT, GA	\$15.16
10/30/2015	10/30/2015	TARGET DEBIT CARD ACH PAY MENT	-\$15.16
11/4/2015	11/4/2015	TARGET DEBIT CARD ACH PAY MENT	-\$10.25
11/4/2015	11/4/2015	TARGET SAN DIEGO, CA	\$10.25
11/5/2015	11/6/2015	TARGET.COM 800-591-3869	\$7.17
11/6/2015	11/6/2015	TARGET DEBIT CARD ACH PAY MENT	-\$7.17

66. For example, the Agreement states that “[y]ou agree that any EFT may occur several business days after your transaction(s) have occurred and after the date shown on your transaction receipt(s).” Of course, *that is also the case for true debit cards as well*, as described above. But unlike with all other debit cards, Target neither

1 immediately debits nor rejects Target Debit Card transactions—and it never informs
2 consumers of that key difference. This is just the first example of where Target
3 intentionally chose not to be clear about the important differences between the Target
4 Debit Card and every other debit card in the country.

5 67. Target’s contract provision is especially inaccurate and deceptive because
6 Target’s online account activity screens show Target Debit Card transactions “posting”
7 to an account the same day or the very next day—again, just as a normal debit card
8 often would:

9 68. But that is totally inaccurate: the “post” date listed on Target’s online
10 account activity report is always many days before the funds are deducted from a
11 consumer’s checking account.

12 69. Another time Target fails to make clear the massive differences between
13 the Target Debit Card and true debit cards is with this provision: “You agree that you
14 will not use your Card to make purchases for amounts in excess of available funds you
15 have in your Deposit Account as determined by the financial institution holding your
16 Deposit Account (“Depository Bank”) as of the date the Depository Bank processes the
17 EFT.” Again, with a normal debit card, balance sufficiency is “determined”
18 immediately by the financial institution, and the transaction is “processed” immediately,
19 at the point of sale—either resulting in a withdrawal or a declination. Again, that does
20 not occur here.

21 70. But Target does not stop there. It actually promises that the Target Debit
22 Card will be *even more strict than a normal debit card* in terms of rejecting transactions for
23 which there are insufficient funds at the time of purchase: “You agree that the dollar
24 amount limitation on your Card may be less than the dollar amount of available funds
25 in your Deposit Account and that such dollar amount and transaction limitations may
26 change from time to time without any notice to you.” But again, Target does nothing
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1 to ensure that insufficient funds transactions are rejected—thus luring consumers into
2 the double jeopardy, one-two punch of RPF and NSF Fees.

3 71. For a consumer with a basic understanding of a debit card, the following
4 provision is yet another promise to reject insufficient funds transactions at the point of
5 sale: “The Depository Bank may return as unpaid an EFT if, for example, your Deposit
6 Account does not have sufficient available funds in it to cover the full amount of the
7 EFT, or your Deposit Account is closed, or for other reasons.” This is yet another
8 attempt by Target to lure consumers into believing its debit card functions like a normal
9 one.

10 72. All in all, the Agreement is riddled with inaccuracies and omissions
11 regarding the true operation of the Target Debit Card.

12 **TARGET ABUSES CONTRACTUAL DISCRETION**

13 73. To the extent the account documents do not explicitly bar the policies
14 described above, Target exploits contractual discretion to the detriment of
15 accountholders when it uses these policies.

16 74. For example, the Agreement states, “You agree that any EFT may occur
17 several business days after your transaction(s) have occurred and after the date shown
18 on your transaction receipt(s).” *See* Exhibit A p.1 (emphasis added). What the
19 Agreement fails to inform consumers is that, as a matter of fact, every EFT that Target
20 processes occurs several days later—and Target’s definition of “process” is far different
21 from the processing of true debit card transactions.

22 75. If the Agreement told consumers the truth about the time lag associated
23 with every transaction made the Target Debit Card, consumers like Plaintiffs would
24 understand that their Target Debit Card operates nothing like their other debit cards.

25 76. Additionally, the Agreement states that in the event it charges an RPF, the
26 amount will be “up to,” depending on what state the consumer is in, \$20, \$25, \$30, \$35,
27 or \$40. Again, what the Agreement fails to inform consumers is that as a matter of fact,
28

1 Target always charges the *maximum amount* allowed under the Agreement for every RPF.
 2 This is true even when Target continues to debit a consumers account and pays itself
 3 just 1 or 2 days later. Any good faith understanding of the “up to” promise would
 4 require Target not to charge the maximum RPF on a transaction for which it was paid
 5 with just a short delay—especially if, as occurred with Plaintiff Walters, sufficient funds
 6 existed at the time Target Debit Card transaction was initiated.

7 77. Target uses all of these contractual discretion points to extract RPF on
 8 transactions that no reasonable consumer would believe could cause such fees.

9 **MYRIAD CONSUMER COMPLAINTS INDICATE THAT**
 10 **CONSUMERS DO NOT UNDERSTAND THE RED CARD IS NOT A**
 11 **TRUE DEBIT CARD—AND TARGET KNOWS THIS**

12 78. Plaintiffs are not the only reasonable consumers deceived by Target’s
 13 deceptive, unfair and unconscionable practice of charging RPFs in connection with
 14 the Target Debit Card.

15 79. Online complaints indicate that numerous consumers were duped into
 16 paying the deceptive RPFs. To demonstrate, one consumer describing the Target
 17 Debit Card explains: “My primary complaint, however, is that Target advertises this
 18 card as being ‘just exactly like your bank debit card, accept that you also receive 5%
 19 off!’ The actual situation is that the charges are treated as electronic checks. I was told
 20 this today by Target’s debit card department. To advertise the debit card as a ‘debit
 21 card’ rather than as a quicker means to make an electronic check is misleading.
 22 Considering that this is happening in different Targets in different parts of the
 23 country indicates that the company has used this tactic to encourage customers to sign
 24 up for a debit with them. That’s misleading, plain and simple. It’s bad business. In a
 25 day and age of questionable banking techniques by companies, this is pretty poor
 26 means of advertising their product.”

27 [http://www.complaintsboard.com/complaints/target-corporation-jacksonville-north-](http://www.complaintsboard.com/complaints/target-corporation-jacksonville-north-carolina-c389290.html?page=4)
 28 [carolina-c389290.html?page=4](http://www.complaintsboard.com/complaints/target-corporation-jacksonville-north-carolina-c389290.html?page=4) (last visited June 28, 2016).

1 80. Another consumer complains that she “was under the impression that
2 the debit card worked like a debit card because it says it’s a DEBIT card.” She also
3 understood that his Target Debit Card would function like all of her other debit cards
4 and deduct funds immediately and deny transactions if there were insufficient funds in
5 the linked bank account. However, much to her surprise, the transaction was
6 processed a number of days later at a time when her linked bank account no longer
7 had sufficient funds. The result was a \$30 RPF charge from Target. *See*
8 [http://blog.credit.com/2012/08/what-you-should-know-about-store-brand-debit-](http://blog.credit.com/2012/08/what-you-should-know-about-store-brand-debit-cards-61250/)
9 [cards-61250/](http://blog.credit.com/2012/08/what-you-should-know-about-store-brand-debit-cards-61250/) (last visited June 8, 2016).

10 81. Reasonable consumers like Plaintiffs, are routinely deceived by Target’s
11 deceptive, unfair and unconscionable practice of charging RPF’s in connection with
12 the Target Debit Card.

13 **HOW CONSUMERS ARE HARMED**

14 82. The Target Debit Card’s failure to operate like every other debit card in
15 the United States by: (1) confirming that a consumer’s account has sufficient funds at
16 the time of purchase; and/or (2) instantly deducting the transaction amount from
17 consumers’ accounts results in consumers such as Plaintiffs routinely being charged
18 expensive and unfair RPFs, and additional NSF charges.

19 83. For instance, if a consumer that uses his Target Debit Card has sufficient
20 funds in the linked account to cover the transaction on the transaction date, but, by day
21 4, when Target finally attempts to debit the transaction amount, the account has
22 insufficient funds, the consumer is charged an RPF from Target and an NSF Fee from
23 his bank.

24 84. Likewise, if a consumer that uses his Target Debit Card has insufficient
25 funds in the linked account to cover the transaction on day 1, Target will still approve
26 the transaction and eventually charge the consumer an RPF, with the consumer’s bank
27 also assessing an NSF Fee.

1 85. Making matters worse, after Target charges an RPF, it keeps attempting
2 to debit the consumer's account until it gets paid. Thus, Target almost always gets paid
3 a few days later, but charges the unreasonable RPF regardless of whether it is successful
4 or not in collecting the transaction amount. Moreover, the consumer's bank charges
5 repeated NSF Fees each time Target attempts and re-attempts to deduct the same
6 transaction amount when there are insufficient funds.

7 86. Accordingly, Target's unreasonable delay in processing transactions and
8 failure to verify that accounts have sufficient funds to cover transactions results in
9 consumers paying deceptive and expensive RPFs, in addition to bank-imposed NSF
10 Fees.

11 87. For example, Plaintiff Walters used his Target Debit Card to make a
12 purchase at a Target in San Diego, California on December 1, 2015, in the amount of
13 \$85.37. Plaintiff Walters had sufficient funds in his checking account to pay for that
14 transaction on that day.

15 88. Plaintiff Walters would not have made the transaction using his Target
16 Debit Card if he had known he would be assessed fees as described below.

17 89. Target did not attempt to debit the transaction amount until December 3,
18 2015, at which point Plaintiff Walters no longer had sufficient funds in his account.
19 The reason Plaintiff Walters did not have sufficient funds in his checking account at
20 this point was because on December 1, 2015, Target had finally gotten around to
21 debiting *different* Target Debit Card transactions that Plaintiff had made nearly a week
22 earlier. Specifically, Target Debit Card transactions in the amounts of \$101.90 and
23 \$115.08—transactions Plaintiff Walters had made on November 26 and November 27
24 respectively—were not debited until December 1. In other words, this is another
25 example of the devastating impact that Target's time-lag for processing Target Debit
26 Card transactions has on consumers.

1 90. Because Plaintiff Walters had insufficient funds in his account at the time
2 Target finally attempted to debit \$85.37 for his December 1 purchase, Plaintiff's bank
3 charged him a \$29 NSF Fee on December 4.

4 91. Target then attempted to re-debit the account on December 10, 2015, and
5 the transaction was successfully completed on that day.

6 92. Nonetheless, on January 7, 2016, Target charged Plaintiff Walters an RPF
7 for the December 1, 2015 transaction in the amount of \$25.

8 93. Accordingly, Plaintiff Walters paid \$54 in fees (a \$25 RPF plus a \$29 NSF
9 fee) for one purported insufficient funds event—even though he had sufficient funds
10 in his checking account to pay the transaction at the time it was made.

11 94. Plaintiff Walters also made two Target Debit Card purchases at a Target
12 in San Diego on March 19, 2016 in the amounts of \$36.89 and \$91.79, respectively.
13 Unbeknownst to Plaintiff Walters, Target approved these transactions even though
14 Plaintiff Walters did not have sufficient funds in his checking account at this time.

15 95. Plaintiff Walters would not have made the transactions using his Target
16 Debit Card if he had known he would be assessed fees as described below.

17 96. According to Plaintiff Walters's Target Debit Card activity report
18 provided by online by Target, Target "posted" the transactions as a group—in the
19 amount of \$128.68—on the very next day, March 20.

20 97. That was not true. In actuality, Target did not even attempt to debit
21 Plaintiff Walters's checking account until March 21. At that time, there were not
22 sufficient funds to pay the \$91.79 transaction, and that transaction was declined by
23 Plaintiff Walters's bank. The \$36.89 transaction was successfully completed on that
24 day.

25 98. Target's online account activity report shows that, eleven days later, on
26 March 31, 2016, Target again attempted to debit Plaintiff Walters's checking account
27 for March 19, 2016 transaction of \$91.79.
28

1 99. But again, that was not true.

2 100. In actuality, Target did not attempt to re-debit the transaction amount
3 until April 4, 2016—two full weeks after the initial purchase. By the end of the banking
4 day on April 4, 2016, Plaintiff Walters again did not have sufficient funds in his account
5 to complete the transaction successfully. But for the entire period between March 25
6 and April 3—a time period in which Target could have debited the transaction
7 amount—Plaintiff Walters had an average of \$350 in his account, which easily would
8 have allowed the transaction to be completed during that period.

9 101. Yet, Target inexplicably did not debit the funds then, but waited nearly
10 two weeks to do so.

11 102. Target then attempted to debit the account on April 18 and the transaction
12 was successfully completed at that time.

13 103. On May 17, 2016—or about one month after the transaction was finally
14 paid—Target charged Plaintiff Walters a \$35 RPF.

15 104. Accordingly, Plaintiff Walters paid a total of \$89 in fees for one purported
16 insufficient funds event.²

17 **CLASS ALLEGATIONS**

18 105. Pursuant to Federal Rule of Civil Procedure 23, Plaintiffs bring this action
19 on behalf of themselves and a class of similarly situated persons defined as follows:

20 All Consumers in the United States who, within the applicable statute of
21 limitations preceding the filing of this action to the date of class
22 certification, incurred Returned Payment Fees in connection with their
23 Target Debit Cards (“Class”)

24 106. Excluded from the Class is Defendant, any entities in which it has a
25 controlling interest, any of its parents, subsidiaries, affiliates, officers, directors,

26
27 ² The other Plaintiffs had similar experience as outlined in the Complaint [Doc. 1] and
28 Amended Complaint [Doc. 19] in the Minnesota Action, Case No. 18-cv-2660, in the
U.S. District Court for the District of Minnesota.

1 employees and members of such persons' immediate families, and the presiding judge(s)
2 in this case, their staff, and his, her, or their immediate family.

3 **The Proposed Class and Subclass Satisfy the Rule 23(a) Prerequisites**

4 107. **Numerosity:** At this time, Plaintiffs do not know the exact size of the
5 Class; however, due to the nature of the trade and commerce involved, Plaintiffs believe
6 that the Class members are well into the thousands, possibly millions, and thus are so
7 numerous that joinder of all members is impractical. The number and identities of
8 Class members is administratively feasible and can be determined through appropriate
9 discovery in the possession of the Defendant.

10 108. **Commonality:** There are questions of law or fact common to the Class,
11 which include but are not limited to the following:

- 12 a. Whether Defendant misrepresented to Plaintiffs and the Class how Target
13 Debit Card transactions were processed;
- 14 b. Whether Plaintiffs and members of the Class and Subclass were harmed by
15 Defendant's misrepresentations;
- 16 c. Whether Defendant's conduct violated California and/or South Dakota law;
17 and
- 18 d. Whether Plaintiffs and the Class have been damaged, and if so, the proper
19 measure of damages.

20 109. **Typicality:** Like Plaintiffs, many other consumers used the Target Debit
21 Card and believed it functioned like a typical debit card. Plaintiffs' claims are typical of
22 the claims of the Class because Plaintiffs and each Class member were injured by
23 Defendant's false representations about the Target Debit Card. Plaintiffs and the Class
24 have suffered the same or similar injury as a result of Defendant's false, deceptive and
25 misleading representations. Plaintiffs' claims and the claims of members of the Class
26 emanate from the same legal theory, Plaintiffs' claims are typical of the claims of the
27 Class, and, therefore, class treatment is appropriate.
28

110. **Adequacy of Representation:** Plaintiffs are committed to pursuing this action and has retained counsel competent and experienced in prosecuting and resolving consumer class actions. Plaintiffs will fairly and adequately represent the interests of the Class and does not have any interests adverse to those of the Class.

The Proposed Class and Subclass Satisfy the Rule 23(b)(2) Prerequisites for Injunctive Relief

111. Defendant has acted or refused to act on grounds generally applicable to the Class thereby making appropriate final injunctive and equitable relief with respect to the Class as a whole. Plaintiffs remain interested in using his Target Debit Card; there is no way for them to know when or if Defendant will cease deceptively charging RPFs.

112. Specifically, Defendant should be ordered to cease from further charging RPFs.

113. Defendant's ongoing and systematic practices make declaratory relief with respect to the Class appropriate.

The Proposed Class Satisfies the Rule 23(b)(3) Prerequisites for Damages

114. The common questions of law and fact enumerated above predominate over questions affecting only individual members of the Class, and a class action is the superior method for fair and efficient adjudication of the controversy. The likelihood that individual members of the Class will prosecute separate actions is remote due to the extensive time and considerable expense necessary to conduct such litigation, especially when compared to the relatively modest amount of monetary, injunctive, and equitable relief at issue for each individual Class member.

CAUSES OF ACTION³

COUNT I

³ As this Second Amended Complaint is filed solely for the purposes of bringing the Minnesota Plaintiffs before the Court pursuant to the proposed Settlement, this section has not been modified. However, the Plaintiffs acknowledge that this Court's Order Granting in Part and Dismissing in Part the Motion to Dismiss [Doc. 13] should apply to this Second Amended Complaint and that certain counts stand dismissed.

**Breach of Contract including the Implied
Covenant of Good Faith and Fair Dealing**

115. Plaintiffs reallege paragraphs 1-114 as if fully set forth herein.

116. Plaintiffs and Target have contracted for debit card services, as embodied in the Target Red Card and related documentation.

117. Defendant breached its express contracts with Plaintiffs and members of the Class by not processing transactions made with the Target Debit Card like typical debit cards and charging RPFs as a result, along with the other contract breaches described herein.

118. Under the laws of the states where Target does business, good faith is an element of every contract pertaining to the assessment of overdraft fees. Whether by common law or statute, all such contracts impose upon each party a duty of good faith and fair dealing. Good faith and fair dealing, in connection with executing contracts and discharging performance and other duties according to their terms, means preserving the spirit—not merely the letter—of the bargain. Put differently, the parties to a contract are mutually obligated to comply with the substance of their contract in addition to its form. Evading the spirit of the bargain and abusing the power to specify terms constitute examples of bad faith in the performance of contracts.

119. Subterfuge and evasion violate the obligation of good faith in performance even when an actor believes his conduct to be justified. Bad faith may be overt or may consist of inaction, and fair dealing may require more than honesty. Examples of bad faith are evasion of the spirit of the bargain, willful rendering of imperfect performance, abuse of a power to specify terms, and interference with or failure to cooperate in the other party's performance.

120. Target has breached the covenant of good faith and fair dealing in the Agreement through its policies and practices as alleged herein.

121. Plaintiffs and the Class have performed all, or substantially all, of the obligations imposed on them under the Agreement.

123. Plaintiffs and members of the Class have sustained damages as a result of Target's breach of the covenant of good faith and fair dealing.

124. Plaintiffs reallege paragraphs 1-114 as if fully set forth herein, with the exception of Count I.

126. Had Defendant disclosed the truth about the Target Debit Card—that it does not function like a typical debit card—Plaintiffs and members of the Class would not have used the Target Debit Card and incurred RPFs.

128. Defendant has been knowingly and unjustly enriched itself at the expense of and to the detriment of Plaintiffs and the members of the Class by collecting excess profits to which Defendant is not entitled.

130. Defendant has unjustly retained those ill-gotten profits and should be required to disgorge this unjust enrichment.

COUNT III
Unconscionability

131. Plaintiffs repeat paragraphs 1 through 114 above.

132. Target's overdraft policies and practices are or were substantively and procedurally unconscionable in the following respects, among others:

- a. Charging RPFs between \$20-40, even when Target is paid for the transaction at issue;
- b. Allowing combined penalties of \$50 to over \$100 for a single insufficient funds event;
- c. Target does not alert its customers that a Target Debit Card transaction will trigger an insufficient funds event, and does not provide the customer the opportunity to cancel that transaction, before assessing an RPF;
- d. The Agreement and related documents are contracts of adhesion in that they are standardized forms, imposed and drafted by Target, which is a party of vastly superior bargaining strength, and only relegates to the customer the opportunity to adhere to them or reject the agreement in its entirety;
- e. RPF and NSF fees are disclosed in an ineffective, ambiguous, misleading, and unfair manner;
- f. The Agreement provided to customers is ineffective, ambiguous, deceptive, unfair, and misleading in that it does not unambiguously state that the Target Debit Card is not actually a debit card;
- g. The account activity reports provided to customers are deceptive and misleading in that they do not provide a reasonable method for customers to follow the daily activity in their accounts as used by Target for applying fees. Target thus prevents its customers from determining the cause of fees and deceptively and misleadingly hides that the Target Debit Card is not a debit card.

143. Target's wrongful conduct is continuing.

145. By reason of the foregoing, Plaintiffs and the members of the Class are entitled to recover from Target all damages and costs permitted by law, including all amounts that Target has wrongfully converted.

Violation of the “Unfair” Prong of the UCL

147. The UCL defines unfair business competition to include any “unlawful, unfair or fraudulent” act or practice, as well as any “unfair, deceptive, untrue or misleading” advertising. Cal. Bus. & Pro. Code § 17200.

149. The gravity of the harm to members of the Class resulting from these unfair acts and practices outweighs any conceivable reasons, justifications and/or motives of Target for engaging in such deceptive acts and practices. By committing the acts and practices alleged above, Target engages in unfair business practices within the meaning of California Business & Professions Code § 17200, *et seq.*

1 and to enjoin Target from continuing to violate the UCL as discussed herein and/or
 2 from violating the UCL in the future. Otherwise, Plaintiff Walters and the Classes may
 3 be irreparably harmed and/or denied an effective and complete remedy if such an order
 4 is not granted.

5 **COUNT VI**

6 **Violation of the “Fraudulent” Prong of the UCL**

7 151. Plaintiff Walters incorporates and realleges by reference each and every
 8 allegation contained in paragraphs 1-114 as if fully set forth herein.

9 152. The UCL defines unfair business competition to include any “unlawful,
 10 unfair or fraudulent” act or practice, as well as any “unfair, deceptive, untrue or
 11 misleading” advertising. Cal. Bus. & Pro. Code § 17200.

12 153. A business act or practice is “fraudulent” under the UCL if it is likely to
 13 deceive members of the consuming public.

14 154. Target’s Agreement and advertising materials regarding the Target Debit
 15 Card are fraudulent within the meaning of the UCL because they deceived Plaintiff
 16 Walters and reasonable consumers like him into believing that the Target Debit Card
 17 was actually a debit card.

18 155. Target’s acts and practices as described herein have deceived Plaintiff
 19 Walters and are highly likely to deceive reasonable members of the consuming public.
 20 Plaintiff Walters relied on Target’s misleading and deceptive representations, and would
 21 not have signed up for the Target Debit Card or made purchases with the Target Debit
 22 Card had he known that it was not actually a debit card. Plaintiff Walters suffered
 23 monetary loss as a direct result of Target’s practices described herein.

24 156. As a result of the conduct described above, Target has been unjustly
 25 enriched at the expense of Plaintiff Walters and members of the proposed Class.
 26 Specifically, Target has been unjustly enriched by obtaining revenues and profits that it
 27 would not otherwise have obtained absent its false, misleading and deceptive conduct.
 28

157. Through its fraudulent acts and practices, Target has improperly obtained money from Plaintiff and the Class. As such, Plaintiff Walters requests that this court cause Target to restore this money to Plaintiff Walters and all Class members, and to enjoin Target from continuing to violate the UCL as discussed herein and/or from violating the UCL in the future. Otherwise, Plaintiff Walters and the Classes may be irreparably harmed and/or denied an effective and complete remedy if such an order is not granted.

COUNT VII

Violation of the “Unlawful” Prong of the UCL

158. Plaintiff Walters incorporates and realleges by reference each and every allegation contained in paragraphs 1-114 as if fully set forth herein.

159. The UCL defines unfair business competition to include any “unlawful, unfair or fraudulent” act or practice, as well as any “unfair, deceptive, untrue or misleading” advertising. Cal. Bus. & Pro. Code § 17200.

160. Target’s practices relating to the imposition of RPFs violate California Civil Code sections 1770(a)(5), (14) and (1), and, as a result, constitute unlawful business acts or practices within the meaning of the UCL.

161. As a result of the conduct described above, Target has been unjustly enriched at the expense of Plaintiff Walters and members of the proposed Class. Specifically, Target has been unjustly enriched by obtaining revenues and profits that it would not otherwise have obtained absent its false, misleading and deceptive conduct.

162. Through its unlawful acts and practices, Target has improperly obtained money from Plaintiff Walters and the Class. As such, Plaintiff Walters requests that this court cause Target to restore this money to Plaintiff Walters and all Class members, and to enjoin Target from continuing to violate the UCL as discussed herein and/or from violating the UCL in the future. Otherwise, Plaintiff Walters and the Classes may be

1 irreparably harmed and/or denied an effective and complete remedy if such an order is
2 not granted.

3 **COUNT VIII**
4 **(Violation of the Consumers Legal Remedies Act,**
5 **California Civil Code Section 1750, *et seq.*)**

6 163. Plaintiff Walters incorporates and realleges by reference each and every
7 allegation contained in paragraphs 1-114 as if fully set forth herein.

8 164. Plaintiff Walters and each member of the proposed class are “consumers”
9 within the meaning of California Civil Code § 1761(d) and 1770.

10 165. Target’s provision of Target Debit Cards were “transactions” within the
11 meaning of Cal. Civ. Code § 1761(e).

12 166. The Target Debit Cards use by Plaintiff Walters and the Class are
13 “services” within the meaning of California Civil Code §1761(a), (b) and 1770.

14 167. As described herein, Target violated the CLRA by making deceptive
15 representations in connection with the services in question (1770(a)(5)); by representing
16 that their services have characteristics which they do not have (1770)(a)(5) and (14)); by
17 inserting an unconscionable provision in a contract (1770)(a)(19).

18 168. Plaintiff Walters relied on Target’s false representations.

19 169. Pursuant to Cal. Civ. Code § 1780(a), on July 11, 2016 counsel for
20 Plaintiffs provided proper notice of their intent to pursue claims under the CLRA and
21 an opportunity to cure to Defendant via certified mail. The domestic return receipt
22 indicates the letter was delivered and signed-for on July 14, 2016 by Gloria Garcia. To
23 date, Defendant has not responded to the letter. A true and correct copy of the notice
24 letter and related return receipt is attached hereto as Exhibit B.

25 170. Plaintiff Walters requests this Court enjoin Defendant from continuing to
26 violate the CLRA as alleged here in the future and to order restitution to Plaintiff
27 Walters and each member of the proposed class. Otherwise, Plaintiff Walters, the Class
28

1 and members of the general public may be irreparable harmed and/or denied effective
2 and complete remedy if such an order is not granted.

3 171. To date, Defendant has not taken no action to remedy its unlawful
4 reference pricing scheme or otherwise address the CLRA violation and associated harm
5 Plaintiffs outlined in their notice letter. Thus, Plaintiff Walters hereby amends the
6 complaint pursuant to Cal. Civ. Code § 1782(b) and (d) to seek actual and punitive
7 damages, in addition to restitution, injunctive relief, and any other relief the Court
8 deems proper.

9 172. Plaintiff's affidavit stating facts showing that venue in this District is
10 proper pursuant to Cal. Civ. Code § 1780(c) is attached hereto as Exhibit C.

11 **PRAYER FOR RELIEF**

12 WHEREFORE, Plaintiff, individually and on behalf of the Class, request relief
13 as follows:

- 14 1. Certification of the Class and Subclass as defined herein pursuant to Fed. R.
15 Civ. P. 23(a) and 23(b)(1), (b)(2), (b)(3), or a combination of subsections;
- 16 2. Appointment of Plaintiff as Class Representative and their undersigned
17 counsel as Class Counsel;
- 18 3. Restitution of all charges paid by Plaintiff and members of the Class because
19 of Defendant's deceptive business practices as described herein;
- 20 4. Disgorgement and restitution to Plaintiff and to members of the Class and
21 Subclass of all monies wrongfully obtained and retained by Defendant;
- 22 5. Compensatory and actual damages in an amount according to proof at trial;
- 23 6. Statutory damages and penalties, as provided by law;
- 24 7. Prejudgment interest commencing on the date of payment of the charges and
25 continuing through the date of entry of judgment in this action;
- 26 8. Costs and fees incurred in connection with this action, including attorneys'
27 fees, expert witness fees, and other costs, as provided by law;
- 28

9. A judgment awarding actual and punitive damages to Plaintiff and the Class in an amount to be determined at trial;
10. A judgement awarding Plaintiff his costs of suit, including reasonable attorneys' fees pursuant to California Civil Code § 1780(d), Code of Civil Procedure § 1021.5 and otherwise permitted by statute, and pre and post-judgment interest;
11. An order enjoining Target from continuing to violate the UCL, False Advertising Law and CLRA as described herein; and
12. Such other and further relief as the Court deems just and proper.

DEMAND FOR JURY TRIAL

Plaintiff demands a trial by jury on all issues so triable.

Dated: May 13, 2020

Respectfully submitted:

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EXHIBIT A

[← return to Target.com](#)[Target : REDcards : Apply](#)[REDcard Home Page](#)[Target Debit Card Privacy Policy](#)[Target Debit Card Agreement](#)[Target Credit Card Application](#)[Identity Protection Guide](#)

Target Debit Card™ Agreement

[Print this page](#)

This agreement explains how your Target Debit Card ("Card") will work. It also explains the terms that both you and we agree to follow with respect to this Card. In this Agreement "we," "us," and "our" mean Target Corporation. "You" and "your" mean everyone who is liable for purchases made using this Card. By your use of this Card, you agree to the terms of this Agreement. This Card may be used only for personal, family or household purposes.

- 1. YOUR PAYMENT AGREEMENT** — By using your Card, you authorize us to initiate an electronic fund transfer ("EFT") for the full amount of the transaction and any related fees from your designated deposit account at another financial institution ("Deposit Account"). You represent and warrant to us that you are an owner of your Deposit Account and you are authorized to make EFTs to and from your Deposit Account. You also represent and warrant to us that your Deposit Account is held at a bank located in the United States. If you have designated an Authorized User to us, you agree to be individually responsible for all EFTs made by your Authorized User. You also authorize and agree to pay for all EFTs made by anyone you allow to use the Card. In this Agreement, "PIN" refers to the personal identification number associated with your Card and any other personal identification number you use to authorize a purchase using the Target Debit Card, including any PIN or password that you use to access any mobile wallet where you store your Target Debit Card number. You agree that you understand the nature and importance of your Card and PIN and you will safeguard your Card and all PINs to prevent against unauthorized use. There may be circumstances when we will not require you to enter your Target Debit Card PIN to make a purchase if you authorize the purchase using another method. For example, we may not require you to enter your Target Debit Card PIN if you have already provided a separate PIN to access your Card in a mobile wallet that we accept. Even if you do not enter your Target Debit Card PIN to make a purchase, you still authorize any such EFT and the terms and conditions of this Agreement apply to any such EFT. You agree that any EFT may occur several business days after your transaction(s) have occurred and after the date shown on your transaction receipt(s). This Card is issued by Target Corporation. It is not issued by the financial institution that maintains the deposit account that you have linked to your Card ("Depository Bank"). The terms, benefits, and protections associated with your Card may vary from those that apply to a debit card issued by your Depository Bank. For example, if you use this Card to make a purchase that exceeds the balance in the deposit account that you linked to this Card, that account may become overdrawn even if you chose not to allow overdrafts with respect to a debit card issued by your Depository Bank, and you may incur associated overdraft fees. Similarly, the liability limits applicable to this Card may be different from those applicable to a debit card issued by your Depository Bank. You agree that you will not use your Card to make purchases for amounts in excess of available funds you have in your Deposit Account as determined by the financial institution holding your Deposit Account ("Depository Bank") as of the date the Depository Bank processes the EFT. We may resubmit an EFT one or more times if the Depository Bank has not sent funds equal to the total previously requested EFT amount. Your authorization will remain in effect until we have received notification from you of your termination in such time and in such manner as to afford us and the financial institution that holds your Deposit Account to act on it. You may revoke your authorization and close your Card by calling us toll free at (888) 729-7331, or write: Target Corporation, c/o Financial and Retail Services, P.O. Box 9491, Minneapolis, MN, 55440.
- 2. ELECTRONIC FUNDS TRANSFER TYPES** — You may only use your Card to pay for goods and services at participating Target retail stores in the United States and at the Target.com website. You may not be able to use the Target Debit Card at the mobile Target.com website. We may provide you the opportunity to use your Card to make purchases of goods or services at affiliates or designated third parties that have special relationships with Target or Target.com. These offers to use your Card at affiliates of Target or designated third parties may be for a limited time only. These offers may be subject to terms and conditions in addition to or different from those provided in this Agreement, which will be described in the offer. Unless otherwise expressly stated in such offers, the terms of this Agreement shall apply to any offer. You must present your Card and enter your PIN if you wish to use your Card to pay for goods or services at Target retail stores. At the Target.com website you must enter your Card number and your PIN if you wish to pay for goods or services with your Card. If you make an exchange of an item previously purchased using your Card for another item in accordance with our merchandise exchange policy, any difference in price will be credited by EFT to, or transferred by EFT from, your Deposit Account as applicable. If you return an item previously purchased using your Card in accordance with our merchandise return policy, the amount of the return will be credited by EFT to your Deposit Account.
- 3. ELECTRONIC FUNDS TRANSFER LIMITATIONS** — When you use your Card, you will be limited by the amount of funds in your Deposit Account and any available overdraft line of credit that you may have in connection with your Deposit Account (if applicable), as of the date the Depository Bank receives and processes an EFT. For security and fraud prevention purposes, there are limits on the number of times you may use your Card and/or the total dollar amount of purchases that you may make with your Card. You agree that the dollar amount limitation on your Card may be less than the dollar amount of available funds in your Deposit Account and that such dollar amount and transaction limitations may change from time to time without any notice to you. You cannot use your Card at an automated teller machine or at non-participating retail stores or anywhere outside the United States. You cannot use your Card to make payment on any credit card accounts issued by us or any Target-branded credit card account whether the credit card is issued by us, our affiliates or our financial institution partner. We may provide you the opportunity to use your Card to authorize recurring preauthorized EFTs from your Deposit Account. If you use your Card to authorize a recurring preauthorized EFT, that authorization will remain in effect until you notify us to stop payment. To stop payment, you must contact us at least three business days before the scheduled date of the next transfer. To stop payment, contact us by calling (888) 729-7331 or write: Target Corporation, P.O. Box 9491, Minneapolis, MN 55440.
- 4. UNPAID EFTS** — The Depository Bank may return as unpaid an EFT if, for example, your Deposit Account does not have sufficient available funds in it to cover the full amount of the EFT, or your Deposit Account is closed, or for other reasons. Additionally, if you receive a credit to your Deposit Account from us due to a suspected EFT error, and we later determine there was no error, we may deem such EFT as unpaid. In the event an EFT is returned or deemed unpaid, the funds owed to us will become immediately due and payable to us. You agree to pay in United States dollars the full amount of the unpaid EFT and any applicable Returned Payment Fees. You also agree that we may suspend use of your Card until we receive payment in full of all amounts due and payable to us. If we determine you have too many EFTs that are returned as unpaid, we may terminate your Card, even if you pay the unpaid EFTs. At our option, we may obtain payment for any check or other instrument that you send to us by initiating an electronic (including Automated Clearing House) transfer from your bank account in the amount of your check or instrument. Your check or instrument will not be returned to you by us or by your bank. Your bank account may be debited as early as the same day we receive your payment. If we cannot process the electronic transfer or if the electronic transfer is returned to us, we may present the original check or other instrument, a substitute check, draft or similar instrument to obtain payment.
- 5. UNAUTHORIZED EFTS** — You will tell us AT ONCE if you believe your Card, Card number, or PIN has been lost or stolen. Telephoning us is the best way of keeping your possible losses down. You could lose all the money in your Deposit Account (plus your maximum overdraft line of credit) that can be accessed by the Card. You agree to assist us in determining the facts relating to any theft or possible unauthorized use of your Card, Card number, or PIN and to comply with the procedures we may require for our investigation.

You will not be held responsible for unauthorized use of your Card, Card number, or PIN if you have exercised reasonable care in safeguarding your Card, Card number, and PIN from loss or theft. If you did not exercise such reasonable care, the following liability limitations for unauthorized use apply:

If you tell us within four business days after you learn of the loss or theft of your Card, Card number, or PIN, you can lose no more than \$50 if someone used your Card, Card number, or PIN without your permission.

If you do NOT tell us within four business days after you learn of the loss or theft of your Card, Card number, or PIN, and we can prove that we could have stopped someone from using your Card, Card number, or PIN without your permission if you had told us, you could lose as much as \$500.

Also, if your statement from the Depository Bank shows EFTs that you did not make, you must tell us at once. If you do not tell us within 90 days after the statement was mailed to you, you may not get back any money you lost after the 90 days if we can prove that we could have stopped someone from taking the money if you had told us in time. If a good reason (such as a long trip or a hospital stay) kept you from telling us, we will extend the time periods.

If you believe your Card, Card number, or PIN has been lost or stolen call us toll free at (888) 729-7331, or write: Target Corporation, c/o Financial and Retail Services, P.O. Box 9491, Minneapolis, MN, 55440.

6. **RETURNED PAYMENT FEE** — If the Depository Bank returns an EFT unpaid for any reason, you agree to pay a "Returned Payment Fee" as follows:

Amount	State in which EFT occurred
Up to \$40	DE, FL (if EFT amount is greater than \$300), MS
Up to \$35	CA (except for first return), MD, VA
Up to \$30	AL, AK, FL (if EFT amount is \$50.01-\$300), GA, IA, KS, MN, MT, OH, SC, SD, TN, TX, WY
Up to \$25	AZ, AR, CA (first return only), DC, FL (if EFT amount is less than \$50), IL, KY, LA, ME, MA, MI, MO, NE, NV, NH, NJ, NM, NC, ND, OK, OR, RI, VT, WA, WV, WI
Up to \$20	CO, CT, HI, ID, IN, NY, PA, UT

You authorize us to initiate an electronic fund transfer for such Returned Payment Fee from your Deposit Account automatically, after we receive notice of an unpaid EFT. You agree to pay the Returned Payment Fee if any check or other instrument given as payment to us for amounts you owe in connection with your Card is not honored by your bank.

7. **DOCUMENTATION** — You can get a receipt at the time you make any EFT with your Card using one of our point-of-sale terminals at a Target retail store. If you make a purchase at the Target.com website, a receipt will be emailed to the email address associated with your order.
8. **BUSINESS DAYS** — For purposes of this Agreement, our business days are Monday through Friday. Holidays are not included.
9. **OUR LIABILITY** — If we do not complete an EFT to or from your Deposit Account on time or in the correct amount according to this Agreement, we will be liable for your losses or damages. However, there are some exceptions. We will not be liable, for instance:
- If, through no fault of ours, you do not have enough money in your Deposit Account to make the EFT; or,
 - If the EFT would go over the credit limit on your overdraft line; or,
 - If the point-of-sale terminal or system was not working properly and you knew about the breakdown when you started the EFT; or,
 - If circumstances beyond our control (such as fire or flood) prevent the EFT despite reasonable precautions that we have taken; or,
 - There may be other exceptions stated in this Agreement.
10. **CONFIDENTIALITY** — We will disclose information to third parties about your Deposit Account or the EFTs you make:
- Where it is necessary for completing EFTs; or,
 - In order to verify the existence and condition of your Deposit Account or Card for a third party, such as a consumer reporting agency or merchant; or,
 - In order to comply with government agency or court orders; or,
 - If you give us written permission; or,
 - As otherwise provided in our Privacy Policy.

You agree to our collection, use, and sharing of information about your EFTs as provided in Target Debit Card Privacy Policy ("Privacy Policy"), which is included as part of this Agreement.

11. **APPLICATION OF PAYMENTS** — Unless otherwise required by applicable law, we will apply your EFT or other forms of payment in the following order: old Card purchases, Returned Payment Fees, and new Card purchases.
12. **SPECIAL PROMOTIONS** — Occasionally, we may provide you the opportunity to use your Card in connection with special promotions. These promotions may be subject to terms and conditions in addition to or different from those provided in this Agreement, which will be described in our offer. Unless otherwise stated, however, all terms of this Agreement shall apply to any promotion.
13. **DEFAULT** — Subject to applicable law, you will be in default under this Agreement if you violate any terms of this Agreement, including without limitation if we receive notice of an unpaid EFT, or if you become the subject of bankruptcy or insolvency proceedings. Upon default or death, subject to applicable law, we may, in our sole discretion: (a) terminate your Card, at which time the terms of this Agreement will continue until we have been paid in full; (b) require immediate payment of all unpaid EFTs and the related fees; (c) bring a legal action against you to collect money owed to us; and (d) take any other action permitted by applicable law. If we refer your Card to an attorney for collection, you must pay to us all costs and expenses of collection, including attorneys' fees, to the extent not prohibited by law.

Even if you are not in default, we reserve the right to terminate your Card privileges at any time. All Cards we issue are our property and they must be returned to us if we ask you to return them. If you have unpaid EFTs and related fees, as permitted by law, we may require that any merchandise purchased using your Card which you return be processed as a credit to the unpaid EFTs or the related fees. **Upon any termination of this Agreement by you or us, you will continue to be obligated to pay all amounts owing under this Agreement, and to otherwise perform the terms and conditions of this Agreement.**

14. **ACCORD AND SATISFACTION** — We may accept letters, checks or other types of payments showing "payment in full" or using other language to indicate satisfaction of your debt ("Disputed Amounts") without waiving any of our rights to receive full payment under the terms of this Agreement. You agree to send any Disputed Amounts to Target Corporation, c/o Financial and Retail Services, P.O. Box 9491, Minneapolis, MN, 55440.
15. **CONSUMER REPORT USE AND INFORMATION FURNISHING** — We may check information about you or your financial history with consumer reporting agencies (including credit bureaus) or others. We may also report information about you, your Card application, transactions, and our experiences with you to consumer reporting agencies, to other companies that are affiliated with us, or to others as allowed by law and our Privacy Policy. If you do not fulfill the terms of this Agreement, we may submit a negative report to one or more consumer reporting agencies. If you believe we have reported inaccurate information about you or your Card to a consumer reporting agency, you should notify us by sending your Card number and a description of the information you believe to be inaccurate to: Target Corporation, c/o Financial and Retail Services, P.O. Box 9491, Minneapolis, MN, 55440.
16. **COMMUNICATIONS WITH YOU** — We or our agents may call or text by telephone regarding your Card. You agree that we may place such calls or texts using an automatic dialing/announcing device. You agree that we may make such calls or texts to a mobile telephone or other similar device. You agree that we may, for training purposes or to evaluate the quality of our service, listen to and record phone conversations you have with us.
17. **WHAT LAW APPLIES** — This Agreement will be governed by federal law and to the extent state law applies, by the law of South Dakota. If there is any conflict between any of the terms and conditions of this Agreement and applicable federal or state law, this Agreement will be considered changed to the extent necessary to comply with the law.
18. **CHANGE OF PERSONAL INFORMATION** — You agree to tell us right away of any change in your name, address or telephone numbers, and any change in your Deposit Account information or the identifying information contained in your government-issued identification card that you used when applying for the Card.
19. **ASSIGNMENT** — We may sell, assign or transfer this Agreement and/or Card(s), or any receivables created through use of the Card(s), without notice to you. You may not sell, assign or transfer this Agreement or your Card without first obtaining our written consent.
20. **NO WAIVER** — We may waive or delay enforcing any of our rights under this Agreement without losing them.
21. **OTHER CHANGES TO THIS AGREEMENT** — We have the right to change this Agreement (including the right to add additional terms) and to apply those changes to any unprocessed or unpaid EFTs and the related fees. We will provide you with notice of any such changes as required by applicable law.



EXHIBIT B



WASHINGTON DC

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202.973.0900
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► CALIFORNIA

483 Ninth Street | Suite 200
Oakland, CA 94607
510.254.6808

VIA CERTIFIED MAIL (RETURN RECEIPT REQUESTED)

Brian C. Cornell, Chairman of the Board and CEO
Target Corp.
1000 Nicollet Mall
Minneapolis, MN 55403

CT Corporation System
818 West Seventh Street, Suite 930
Los Angeles, CA 90017

Re: Notice Concerning Deceptive Practice under the California Consumer Legal Remedies Act

To Whom It May Concern:

Pursuant to the California Consumer Legal Remedies Act, California Civil Code Section 1750 et seq. (the "CLRA"), and specifically, Sections 1770(a)(5), (14), and (19), James Walters, on behalf of himself and all others similarly situated, through his undersigned counsel, hereby notifies you that Target Corp. ("Target") is alleged to have violated Civil Code Section 1770 by making deceptive representations in connection with the Debit RedCard, by representing the Debit RedCard as having characteristics which it did not have, and by inserting unconscionable provisions into the Debit RedCard agreement.

Target's marketing of the Debit RedCard as a "debit card" affirmatively misrepresented the properties and characteristics of the Debit RedCard in a manner violative of the CLRA. All of Mr. Walters claims are set forth in the attached complaint, which is incorporated herein and made part of this letter.

Based on the foregoing, Mr. Walters, on behalf of himself and all others similarly situated (the "Class"), demands that Target, within 30 days of receipt of this letter, cease the above-described misconduct and agree to refund all monies received by Target from consumers in the United States who incurred Returned Payment Fees in connection with their Debit RedCards.

Please be advised that should Target refuse this demand, Mr. Walters will seek monetary damages for himself and a proposed Class of others similarly situated, as well as an award of injunctive relief, restitution, punitive damages, attorneys' fees, and any other relief a court deems proper. Please have your attorney contact us with any questions regarding this notice and demand.

 July 8, 2016
Page 2

Very truly yours,



Jeffrey Kalief

Enclosure (Complaint)

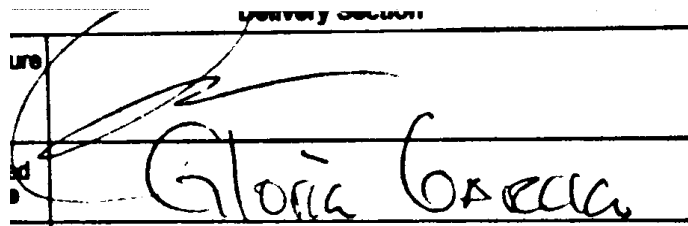


Date: August 4, 2016

Nathan Laporte:

The following is in response to your August 4, 2016 request for delivery information on your Certified Mail™ item number 70133020000072284788. The delivery record shows that this item was delivered on July 14, 2016 at 11:40 am in LOS ANGELES, CA 90017. The scanned image of the recipient information is provided below.

Signature of Recipient :

Signature of Recipient :  Gloria Garcia

Address of Recipient :

Address of Recipient : 

Thank you for selecting the Postal Service for your mailing needs.

If you require additional assistance, please contact your local Post Office or postal representative.

Sincerely,
United States Postal Service

EXHIBIT C

JEFFREY KALIEL (CA 238293)

TYCKO & ZAVAREEI, LLP

1828 L Street, N.W., Suite 1000

Washington, D.C. 20036

Telephone: (202) 973-0900

Facsimile: (202) 973-0950

jkaliel@tzlegal.com

JEFFREY OSTROW (pro hac vice to be filed)

SCOTT EDELSBERG (pro hac vice to be filed)

KOPELOWITZ OSTROW

FERGUSON WEISELBERG GILBERT

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ostrow@kolawyers.com

edelsberg@kolawyers.com

Counsel for Plaintiff and the Proposed Class

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF CALIFORNIA

JAMES WALTERS, *on Behalf of*
Himself and Those Similarly Situated

Plaintiffs,

vs.

TARGET CORP.,

Defendant.

CASE NO.

**CONSUMERS LEGAL
REMEDIES ACT VENUE
DECLARATION**

I, James Walters, declare as follows:

1. I am a named plaintiff in this litigation.

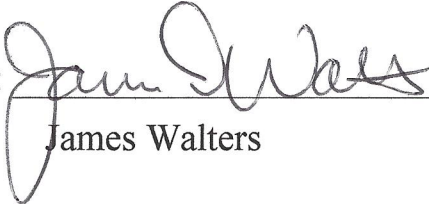
2. I have personal knowledge of the matters set forth below except to those matters stated herein which are based on information and belief, which matters I believe to be true.

1 3. If called as a witness, I could and would competently testify to the matters
2 included herein.

3 4. I have made purchases with my Target Debit Card at Target stores in and
4 around San Diego, California.

5 5. I am informed and believe that venue is proper in this Court under California
6 Civil Code § 1780(d) based on the fact that the transaction at issue, or a substantial
7 portion thereof, occurred in this district.

8 I declare under penalty of perjury under the laws of the United States that the
9 foregoing is true and correct and that this declaration was executed on June 29
10 2016 in San Diego, California.

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12 By: 
13 James Walters
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