

# S3413 • New Jersey

"New Jersey Kids Code Act", adopts Age-Appropriate Design Code for New Jersey and requires certain online services to implement certain measures concerning minors' use of online service.

Introduced

Risk: Medium

Amendment

Last Action (Feb 09, 2026): Introduced in the Senate, Referred to Senate Law and Public Safety Committee

## Summary

The New Jersey Kids Code Act mandates online services to adopt measures concerning minors' use, pending confirmation of specific provisions from the full bill text.

## Business Impact

If you operate online services for minors in New Jersey, you must implement age-appropriate privacy measures by July 2024 or face penalties.

## Key Provisions

- The bill proposes an Age-Appropriate Design Code for New Jersey, with specific measures to be confirmed upon full bill text review.
- Requires online services to implement safety measures for minors, with compliance details pending full legislative language.

## Compliance Checklist

- Implement age-appropriate design measures for online services. | Who: All online service providers targeting minors. | Penalty: Potential penalties for non-compliance not specified.
- Ensure strong privacy protections for minors' data. | Who: Online service providers. | Penalty: Potential penalties for non-compliance not specified.

## Industries Affected

Online Services

Social Media

Technology

General

## Bill Sponsors

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| Name                 | Party      | Role      |
|----------------------|------------|-----------|
| Bucco, Anthony R.    |            | Primary   |
| Singleton, Troy      | Democratic | Primary   |
| Oroho, Steven V.     |            | Primary   |
| Addiego, Dawn Marie  |            | Primary   |
| Armato, John         |            | Primary   |
| Murphy, Carol A.     |            | Primary   |
| Wimberly, Benjie E.  |            | Primary   |
| Mazzeo, Vincent      |            | Cosponsor |
| McKeon, John F.      |            | Cosponsor |
| Scutari, Nicholas P. |            | Primary   |
| Singer, Robert W.    |            | Primary   |
| Diegnan, Patrick J.  |            | Primary   |

## Roll Call Votes

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| Date       | Description                         | Yea | Nay | Result |
|------------|-------------------------------------|-----|-----|--------|
| 2025-03-24 | Reported favorably out of committee | 5   | 0   | Passed |

## Related Bills

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- A4015 (NJ)

## Official Source

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<https://www.njleg.state.nj.us/bill-search/2026/S3413>

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