

# A 4163 • New Jersey

Provides civil penalties for campaign advertisements containing "deepfake" misrepresentations of candidates.

In Committee

Risk: Medium

Narrow/Targeted

Last Action (Feb 19, 2026): Introduced, Referred to Assembly State and Local Government Committee

## Summary

A 4163 proposes civil penalties for campaign ads with deepfake misrepresentations, pending verification of penalties, enforcement, and exceptions.

## Business Impact

If you create campaign ads in NJ, ensure no deepfake misrepresentations to avoid penalties.

## Key Provisions

- Proposes civil penalties for campaign ads with deepfake misrepresentations of candidates, pending verification of specific penalties.
- Enforcement details pending verification.
- Defines 'deepfake' with exceptions pending verification.

## Compliance Checklist

- Ensure campaign ads do not contain deepfake misrepresentations. | Who: Campaign advertisers in New Jersey. | Penalty: Civil penalties for non-compliance.

## Industries Affected

Political Campaigns

General

Advertising

Political Campaigning

## Topics

## Bill Sponsors

Name	Party	Role
Vainieri Huttler, Valerie		Primary
Lampitt, Pamela R.		Primary
O'Scanlon, Declan J.		Primary
McKnight, Angela V.		Primary
Rooney, Kevin J.		Cosponsor
Chiaravalloti, Nicholas		Primary
Mukherji, Raj	Democratic	Primary
Cunningham, Sandra B.		Primary
Stack, Brian P.		Primary
Chaparro, Annette		Cosponsor
Wimberly, Benjie E.		Primary
McKeon, John F.		Primary

## Roll Call Votes

Date	Description	Yea	Nay	Result
2025-03-24	3RDG FINAL PASSAGE	78	0	Passed
2025-03-24	CONCUR IN SA	77	0	Passed
2025-03-24	AMEND	39	0	Passed

## Related Bills

- A4163 (NJ)

## Official Source

<https://openstates.org/nj/bills/222/A4163/>

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