

S 329 • New Jersey

Extends crime of identity theft to include fraudulent impersonation or false depiction by means of artificial intelligence or deepfake technology.

In Committee

Risk: High

Comprehensive

Last Action (Jan 13, 2026): Introduced in the Senate, Referred to Senate Judiciary Committee

Summary

This bill proposes to amend identity theft laws to include fraudulent impersonation or false depiction using AI or deepfake technology, with specific definitions and penalties pending full text verification.

Business Impact

If you use AI for marketing or content creation in New Jersey, you must ensure compliance with identity theft laws or face legal penalties.

Key Provisions

- Proposes to expand identity theft laws to include AI and deepfake technology, with specific definitions and penalties pending full text verification.

Compliance Checklist

- Implement safeguards against fraudulent use of AI technologies. | Who: Businesses using AI for marketing or content creation. | Penalty: Potential legal penalties under identity theft laws.

Industries Affected

Technology

Marketing

Media

Topics

Bill Sponsors

Name	Party	Role
Steinhardt, Douglas J.		Primary
Stack, Brian P.		Primary
Corrado, Kristin M.		Cosponsor

Related Bills

- S329 (NJ)
- S3926 (NJ)
- A3912 (NJ)
- S736 (NJ)

Official Source

<https://openstates.org/nj/bills/222/S329/>

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