

# A2364 • New Jersey

Establishes Deepfake Technology Unit in DLPS; appropriates \$2 million.

Introduced

Risk: Medium

Narrow/Targeted

Effective: Jun 01, 2024 | Last Action (May 20, 2024): Reported and Referred to Assembly Appropriations Committee

## Summary

This bill establishes a Deepfake Technology Unit in New Jersey's Department of Law and Public Safety and allocates \$2 million for its operation.

## Business Impact

If you produce or utilize media content in New Jersey, you must ensure compliance with deepfake regulations by the unit's formation or face legal scrutiny.

## Key Provisions

- Establishes the Deepfake Technology Unit in the Division of Criminal Justice.
- Appropriates \$2 million for the unit's operations.
- Mandates training and technical assistance for law enforcement on deceptive media.
- Requires annual reporting on unit activities and technological advancements.
- Defines 'deceptive audio or visual media' and outlines the unit's responsibilities.
- Allows the Attorney General to adopt necessary guidelines for implementation.

## Compliance Checklist

- Ensure compliance with training and technical assistance requirements | Who: State and local law enforcement agencies, prosecutors, and State courts | Penalty: Potential legal scrutiny for non-compliance
- Stay informed about annual reporting requirements | Who: Deepfake Technology Unit and relevant stakeholders | Penalty: Lack of compliance may affect operational transparency

## Industries Affected

## Topics

AI Deepfakes

## Bill Sponsors

Name	Party	Role
Christopher Tully	D	Sponsor
Louis Greenwald	D	Sponsor
Ellen Park	D	Sponsor
Carol Murphy	D	Sponsor
Joe Danielsen	D	Sponsor
Robert Karabinchak	D	Sponsor
Shanique Speight	D	Sponsor
Lisa Swain	D	Sponsor
Yvonne Lopez	D	Sponsor
Julio Marengo	D	Sponsor
Clinton Calabrese	D	Sponsor

## Roll Call Votes

Date	Description	Yea	Nay	Result
2024-05-20	Assembly Judiciary Committee: Reported Favorably	4	0	Passed
2024-03-04	Assembly Science, Innovation and Technology Commit	5	1	Passed

## Related Bills

- A 3058 (NJ)
- A5512 (NJ)
- S2545 (NJ)
- S2130 (NJ)
- A3058 (NJ)

# Official Source

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[https://pub.njleg.gov/Bills/2024/A2500/2364\\_I1.HTM](https://pub.njleg.gov/Bills/2024/A2500/2364_I1.HTM)

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