

# A3540 • New Jersey

Establishes criminal penalties for production or dissemination of deceptive audio or visual media, commonly known as "deepfakes."

Passed Both Chambers

Risk: High

Comprehensive

Effective: Feb 05, 2024 | Last Action (Apr 02, 2025): Approved P.L.2025, c.40.

## Summary

Establishes civil and criminal penalties in New Jersey for creating or sharing deceptive 'deepfake' media.

## Business Impact

If you create or share 'deepfake' media, you must ensure it's not for criminal purposes or face fines up to \$30,000.

## Key Provisions

- C.2C:21-17.8(b): Criminalizes creation of deceptive media for criminal purposes.
- C.2C:21-17.8(c): Criminalizes solicitation or use of deceptive media for crimes.
- C.2C:21-17.8(d): Allows fines up to \$30,000.
- C.2C:21-17.8(e): Convictions do not merge with underlying offenses; consecutive sentences required.
- C.2C:21-17.8(f): Provides for civil actions by victims without prerequisite criminal conviction.

## Compliance Checklist

- Clearly identify any shared deepfake media. | Who: Individuals and businesses in NJ | Penalty: Fines up to \$30,000 and potential imprisonment
- Avoid creating deepfakes for unlawful purposes. | Who: Media creators in NJ | Penalty: Third-degree criminal charges

## Industries Affected

Entertainment

Advertising

Technology

Media

# Topics

AI Deepfakes

## Bill Sponsors

Name	Party	Role
Herbert Conaway	D	Sponsor
Louis Greenwald	D	Sponsor
Ellen Park	D	Sponsor
Paul Moriarty	D	Sponsor
Kristin Corrado	R	Sponsor
Annette Quijano	D	Sponsor
Shama Haider	D	Sponsor
Robert Karabinchak	D	Sponsor
Benjie Wimberly	D	Sponsor
Sterley Stanley	D	Sponsor
William Sampson	D	Sponsor
Cody Miller	D	Sponsor

## Roll Call Votes

Date	Description	Yea	Nay	Result
2025-03-24	Assembly Floor: Concur Governor Recommendations	64	13	Passed
2025-03-24	Senate Floor: Concur Governor Recommendations	39	0	Passed
2025-01-30	Senate Floor: Third Reading - Final Passage	37	0	Passed
2024-06-28	Assembly Floor: Third Reading - Final Passage	60	14	Passed
2024-06-26	Assembly Budget Committee: Reported with Amendment	8	0	Passed
2024-06-24	Assembly Appropriations Committee: Reported with A	7	4	Passed
2024-05-20	Assembly Judiciary Committee: Reported with Substi	4	0	Passed
2024-03-04	Assembly Science, Innovation and Technology Commit	5	2	Passed

## Related Bills

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- A 3540 (NJ)
- S 2544 (NJ)
- A5511 (NJ)
- S2483 (NJ)
- S2544 (NJ)

## Official Source

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[https://pub.njleg.gov/Bills/2024/A4000/3540\\_11.HTM](https://pub.njleg.gov/Bills/2024/A4000/3540_11.HTM)

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