

A5603 • New Jersey

Prohibits advertising artificial intelligence system as licensed mental health professional.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jun 16, 2025): Reported out of Assembly Committee, 2nd Reading

Summary

Prohibits AI systems from being advertised as licensed mental health professionals in New Jersey.

Business Impact

If you develop AI in NJ, you must not advertise it as a mental health professional or face fines up to \$20,000.

Key Provisions

- Prohibits advertising AI systems as licensed mental health professionals.
- Violations are unlawful practices under the consumer fraud act.
- Penalties include fines up to \$20,000 for repeated offenses.

Compliance Checklist

- Ensure AI systems are not advertised as licensed mental health professionals. | Who: Developers and deployers of AI systems in New Jersey | Penalty: Fines up to \$20,000 for repeated offenses

Industries Affected

Artificial Intelligence

Healthcare

Bill Sponsors

Name	Party	Role
David Bailey	D	Sponsor
William Sampson	D	Sponsor
Dan Hutchison	D	Sponsor
Luanne Peterpaul	D	Sponsor
Margie Donlon	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-06-16	Assembly Science, Innovation and Technology Commit	5	0	Passed

Related Bills

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- S4463 (NJ)
 - S 735 (NJ)
 - A 799 (NJ)

Official Source

https://pub.njleg.gov/Bills/2024/A6000/5603_11.HTM

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