

S968 • New Jersey

Prohibits use of facial recognition technology on consumer except for legitimate safety purpose.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 09, 2024): Introduced in the Senate, Referred to Senate Commerce Committee

Summary

Prohibits facial recognition on consumers unless for safety purposes in NJ.

Business Impact

If you use facial recognition in NJ retail, ensure it's for safety or face fines.

Key Provisions

- Prohibits use of facial recognition on consumers except for safety.
- Defines 'biometric surveillance system' as software for facial recognition.
- Defines 'legitimate safety purpose' as reducing risk to life or safety.
- Violations are unlawful under the consumer fraud act.
- Penalties include fines and potential punitive damages.

Compliance Checklist

- Ensure facial recognition is used only for safety purposes. | Who: Retailers and public accommodations in NJ | Penalty: Fines up to \$10,000 for first offense, \$20,000 for subsequent offenses

Industries Affected

Retail

Entertainment

Topics

Bill Sponsors

Name	Party	Role
Kristin Corrado	R	Sponsor

Related Bills

- S3499 (NJ)
- S3268 (NJ)

Official Source

https://pub.njleg.gov/Bills/2024/S1000/968_I1.HTM

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