

S2483 • New Jersey

Prohibits creation or disclosure of deceptive audio or visual media, known as "deepfakes," under certain circumstances.

Introduced

Risk: Medium

Narrow/Targeted

Effective: Feb 05, 2024 | Last Action (Feb 05, 2024): Introduced in the Senate, Referred to Senate Judiciary Committee

Summary

Prohibits creation or disclosure of deceptive 'deepfakes' under certain circumstances, with civil action allowed without criminal conviction.

Business Impact

If you create or share deepfakes in NJ, you must label them or face fines up to \$30,000.

Key Provisions

- Prohibits creation of deceptive media for unlawful purposes such as harassment or theft by deception.
- Requires labeling of disclosed deceptive media created in violation of the bill.
- Establishes civil liability for affected individuals, including punitive damages.
- Exempts interactive computer service providers.
- Imposes conditions on news media for compliance.
- Allows civil action without prerequisite criminal conviction.

Compliance Checklist

- Label deceptive media clearly if disclosed. | Who: Creators and distributors of deepfakes | Penalty: Fines up to \$30,000
- Avoid creating deceptive media for unlawful purposes. | Who: Media creators | Penalty: Fourth-degree crime charges

Industries Affected

Media

Technology

Topics

AI Deepfakes

AI Transparency

Bill Sponsors

Name	Party	Role
Kristin Corrado	R	Sponsor

Related Bills

- S 3305 (NJ)
- A 2819 (NJ)
- A5511 (NJ)
- S 2544 (NJ)
- S3305 (NJ)

Official Source

https://pub.njleg.gov/Bills/2024/S2500/2483_I1.HTM

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