

# S2483 • New Jersey

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

Introduced

Risk: High

Comprehensive

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

## Summary

This bill prohibits the creation and disclosure of deceptive deepfake media under certain circumstances, establishing penalties and allowing punitive damages for willful violations.

## Business Impact

If you create or share media in New Jersey, you must ensure it is not deceptive deepfake content or face criminal charges and fines.

## Key Provisions

- Defines 'deceptive audio or visual media' and 'disclose'.
- Establishes a fourth-degree crime for creating deceptive media for unlawful purposes.
- Establishes a third-degree crime for disclosing deceptive media without identification.
- Allows civil actions for damages by individuals depicted in deceptive media without requiring a conviction.
- Imposes fines up to \$30,000 for certain violations.
- Exempts news media from penalties unless they knowingly distribute deceptive media.
- Allows for punitive damages upon proof of willful or reckless disregard of the law.

## Compliance Checklist

- Ensure all audio or visual media is not deceptive and is properly identified. | Who: Media creators and distributors. | Penalty: Criminal charges and fines up to \$30,000.
- Implement training on identifying and handling deceptive media. | Who: Media companies and content platforms. | Penalty: Potential legal liability for non-compliance.

## Industries Affected

- Entertainment
- 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](https://pub.njleg.gov/Bills/2024/S2500/2483_I1.HTM)

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