

S2544 • New Jersey

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

Introduced

Risk: High

Comprehensive

Effective: Feb 08, 2024 | Last Action (Jan 30, 2025): Substituted by A3540 (ACS/2R)

Summary

Criminalizes the creation and distribution of deceptive media, known as 'deepfakes,' in New Jersey, allowing for punitive damages upon proof of willful or reckless disregard.

Business Impact

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

Key Provisions

- Defines 'deceptive audio or visual media' and criminalizes its creation for unlawful purposes.
- Establishes third-degree criminal penalties for creating or distributing deepfakes.
- Allows civil actions for individuals depicted in deepfakes without requiring a conviction.
- Exempts interactive computer service providers under 47 U.S.C. s.230.
- Imposes fines up to \$30,000 for violations.
- Excludes news media unless they knowingly fail to label deepfakes.
- Allows for punitive damages upon proof of willful or reckless disregard of the law.

Compliance Checklist

- Label any deepfake media clearly if disclosed. | Who: Anyone distributing deepfake media | Penalty: Fine up to \$30,000
- Avoid creating deepfakes for unlawful purposes. | Who: Anyone creating deepfake media | Penalty: Third-degree criminal charges

Industries Affected

Media

Technology

Topics

AI Deepfakes

Bill Sponsors

Name	Party	Role
Paul Moriarty	D	Sponsor
Kristin Corrado	R	Sponsor
Jon Bramnick	R	Sponsor
Shirley Turner	D	Sponsor
Nicholas Scutari	D	Sponsor
Carmen Amato	R	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2024-06-24	Senate Budget and Appropriations Committee: Report	12	0	Passed
2024-03-07	Senate Law and Public Safety Committee: Reported w	5	0	Passed

Related Bills

- S 2544 (NJ)
- A 3540 (NJ)
- A3540 (NJ)
- S3305 (NJ)

Official Source

https://pub.njleg.gov/Bills/2024/S3000/2544_I1.HTM

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