

S4463 • New Jersey

Prohibits advertising artificial intelligence system as licensed mental health professional.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (May 19, 2025): Introduced in the Senate, Referred to Senate Commerce Committee

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 up to \$20,000 fines.

Key Provisions

- Prohibits advertising AI as licensed mental health professionals.
- Defines 'artificial intelligence' and 'licensed mental health professional.'
- Violations are unlawful practices under the consumer fraud act.

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 subsequent offenses.

Industries Affected

Artificial Intelligence

Mental Health Services

Bill Sponsors

Name	Party	Role
John Burzichelli	D	Sponsor
Vin Gopal	D	Sponsor

Related Bills

- S 735 (NJ)
- A 799 (NJ)
- A5603 (NJ)

Official Source

https://pub.njleg.gov/Bills/2024/S4500/4463_I1.HTM

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