

S4463 • New Jersey

Prohibits advertising artificial intelligence system as licensed mental health professional.

Introduced

Risk: Medium

Narrow/Targeted

Effective: Nov 01, 2025 | Last Action (May 19, 2025): Introduced in the Senate, Referred to Senate Commerce Committee

Summary

This bill prohibits advertising AI systems as licensed mental health professionals in New Jersey, taking effect six months after enactment.

Business Impact

If you develop or deploy AI systems in New Jersey, you must not advertise them as licensed mental health professionals or face penalties.

Key Provisions

- Prohibits advertising AI systems as licensed mental health professionals.
- Defines 'artificial intelligence' and 'licensed mental health professional'.
- Establishes penalties for violations under the consumer fraud act.

Compliance Checklist

- Ensure no advertising of AI systems as licensed mental health professionals. | Who: Developers and deployers of AI systems in New Jersey. | Penalty: Fines up to \$10,000 for first offenses.

Industries Affected

Mental Health Services

Artificial Intelligence

Topics

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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