

# A 3540 • New Jersey

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

Unknown

Risk: High

Narrow/Targeted

## Summary

This bill establishes criminal penalties for producing or sharing deceptive deepfake media in New Jersey. Specific definitions and penalties are not available due to the unavailability of the full bill text.

## Business Impact

If you create or share media in New Jersey, you must ensure it is not deceptive or face criminal penalties.

## Key Provisions

- Establishes criminal penalties for producing deceptive deepfake media, pending verification of specific definitions and penalties.
- Addresses risks associated with misleading content, with specific definitions and penalties pending availability of the bill text.

## Compliance Checklist

- Ensure all media produced is not deceptive. | Who: Media creators and distributors. | Penalty: Criminal penalties for non-compliance.

## Industries Affected

Technology

Media

## Topics

## Related Bills

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- A3540 (NJ)
- S 2544 (NJ)
- S2544 (NJ)
- S2483 (NJ)
- S 3305 (NJ)

## Official Source

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[https://pub.njleg.gov/Bills/2024/A4000/3540\\_11.HTM](https://pub.njleg.gov/Bills/2024/A4000/3540_11.HTM)

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