

# S 2544 • New Jersey

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

Unknown

Risk: Medium

Narrow/Targeted

## Summary

Bill S 2544 proposes penalties for deceptive deepfake media in New Jersey, but specifics are unclear without the full text. This analysis is limited due to the unavailability of the full bill text.

## Business Impact

If you create or share deepfake media in NJ, you must comply with new laws or face criminal penalties.

## Key Provisions

- Proposes penalties for deceptive deepfake media, specifics pending full text. This analysis is limited without the full bill text.

## Compliance Checklist

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

## Industries Affected

Media Production

Technology

Media

## Topics

AI Deepfakes

## Related Bills

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- A 3540 (NJ)
- A3540 (NJ)
- S2544 (NJ)
- S2483 (NJ)
- S 3305 (NJ)

## Official Source

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[https://pub.njleg.gov/Bills/2024/S3000/2544\\_I1.HTM](https://pub.njleg.gov/Bills/2024/S3000/2544_I1.HTM)

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