

# S 735 • New Jersey

Prohibits advertising artificial intelligence system as licensed mental health professional.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 13, 2026): Introduced in the Senate, Referred to Senate Commerce Committee

## Summary

This bill prohibits advertising AI systems as licensed mental health professionals in New Jersey, pending verification of specific details from the full bill text.

## 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.
- Pending confirmation of definitions and penalties from the full bill text.

## Compliance Checklist

- Refrain from advertising AI systems as licensed mental health professionals. | Who: Developers and deployers of AI systems. | Penalty: Fines up to \$10,000 for first offenses, \$20,000 for subsequent offenses.

## Industries Affected

Mental Health

Technology

Healthcare

## Topics

## Bill Sponsors

Name	Party	Role
John Burzichelli	D	Sponsor
Vin Gopal	D	Sponsor

## Related Bills

- S4463 (NJ)
- A 799 (NJ)
- A5603 (NJ)

## Official Source

<https://www.njleg.state.nj.us/bill-search/2026/S735>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.