

# A 799 • New Jersey

Prohibits advertising artificial intelligence system as licensed mental health professional.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 13, 2026): Introduced, Referred to Assembly Science, Innovation and Technology Committee

## Summary

This bill prohibits advertising AI systems as licensed mental health professionals in New Jersey.

## 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.

## Compliance Checklist

- Do not advertise AI systems as licensed mental health professionals. | Who: Developers and deployers of AI systems. | Penalty: Fines up to \$10,000 for first offenses.

## Industries Affected

Mental Health

Technology

Healthcare

## Topics

AI Healthcare

## Bill Sponsors

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Name	Party	Role
David Bailey	D	Sponsor
William Sampson	D	Sponsor
Dan Hutchison	D	Sponsor
Luanne Peterpaul	D	Sponsor
Margie Donlon	D	Sponsor
Michael Venezia	D	Sponsor

## Related Bills

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- S 735 (NJ)
- S4463 (NJ)
- A5603 (NJ)

## Official Source

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<https://www.njleg.state.nj.us/bill-search/2026/A799>

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