

S3268 • New Jersey

Prohibits use of facial recognition technology on consumer except for legitimate safety purpose.

Introduced

Risk: High

Comprehensive

Last Action (Feb 02, 2026): Introduced in the Senate, Referred to Senate Law and Public Safety Committee

Summary

This bill prohibits the use of facial recognition technology on consumers, with exceptions potentially for safety purposes, pending definition confirmation.

Business Impact

If you use facial recognition technology on consumers, you must cease its use unless for legitimate safety purposes by the bill's effective date or face penalties.

Key Provisions

- Prohibits use of facial recognition technology on consumers, with exceptions potentially for safety purposes.
- Relationship to P.L.1960, c.39 (C.56:8-1 et seq.) requires confirmation.

Compliance Checklist

- Cease use of biometric surveillance systems on consumers unless for legitimate safety purposes | Who: Retailers and service providers | Penalty: Fines up to \$10,000 for first offenses
- Review and update privacy policies to comply with the new regulations | Who: Businesses utilizing biometric technologies | Penalty: Fines and potential cease and desist orders

Industries Affected

Consumer Protection

Public Services

Law Enforcement

Retail

Entertainment

Technology

Topics

Facial Recognition

Bill Sponsors

Name	Party	Role
Sweeney, Stephen M.		Primary
Corrado, Kristin M.		Primary
Beck, Jennifer		Primary
Diegnan, Patrick J.		Primary
Gill, Nia H.		Primary
Steinhardt, Douglas J.		Primary
Tiver, Latham	Republican	Primary

Related Bills

- S3499 (NJ)
- S968 (NJ)

Official Source

<https://www.njleg.state.nj.us/bill-search/2026/S3268>

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