

# S3668 • New Jersey

Requires notification of use of artificial intelligence system in certain communications with consumers.

Introduced

Risk: High

Comprehensive

Last Action (Feb 24, 2026): Introduced in the Senate, Referred to Senate Commerce Committee

## Summary

This bill mandates that consumers be notified when communicating with an AI system and provided with human contact information.

## Business Impact

If you use AI to communicate with consumers in New Jersey, you must notify them and provide human contact info or face penalties.

## Key Provisions

- Entities must notify consumers when communicating via AI.
- Notification must include human contact information.
- Violations are considered unlawful practices under the Consumer Fraud Act.
- Penalties include fines up to \$10,000 for a first offense and up to \$20,000 for repeated offenses.
- Defines 'artificial intelligence' broadly to include various technologies.

## Compliance Checklist

- Notify consumers that an AI system is being used. | Who: Any person or entity using AI for consumer communication. | Penalty: Fines up to \$10,000 for first offenses.
- Provide human contact information and availability. | Who: Any person or entity using AI for consumer communication. | Penalty: Fines up to \$20,000 for subsequent offenses.

## Industries Affected

Consumer Protection

Technology

Customer Service

## Topics

Comprehensive AI

## Bill Sponsors

Name	Party	Role
Owen Henry	R	Sponsor

## Official Source

<https://www.njleg.state.nj.us/bill-search/2026/S3668>

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