

# S3702 • New Jersey

Restricts use of certain artificial intelligence generated communications in election campaigns.

Introduced

Risk: Medium

Narrow/Targeted

Effective: Apr 25, 2026 | Last Action (Feb 24, 2026): Introduced in the Senate, Referred to Senate State Government, Wagering, Tourism & Historic Preservation Committee

## Summary

This bill restricts AI-generated communications in election campaigns, requiring labeling and prohibiting deceptive media within 90 days of an election.

## Business Impact

If you produce AI-generated campaign materials in New Jersey, you must label them and avoid deceptive content by 90 days before an election or face penalties.

## Key Provisions

- Prohibits AI-generated communications within 90 days before an election.
- Requires clear labeling of AI-generated content.
- Bans deceptive audio or visual media created or altered by AI.
- Defines 'artificial intelligence' and 'communication' for clarity.
- Establishes penalties for violations as a fourth-degree crime.
- Empowers the Election Law Enforcement Commission to adopt necessary regulations.

## Compliance Checklist

- Label all AI-generated campaign communications | Who: Candidates and political committees | Penalty: Fourth-degree crime penalties
- Avoid publishing AI-generated content within 90 days of an election | Who: Candidates and political committees | Penalty: Fourth-degree crime penalties

## Industries Affected

Political Campaigns

Advertising

Government

## Topics

AI in Political Advertising

AI Transparency

## Bill Sponsors

Name	Party	Role
Brian Stack	D	Sponsor

## Related Bills

- A4741 (NJ)

## Official Source

<https://www.njleg.state.nj.us/bill-search/2026/S3702>

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.