

ASSEMBLY, No. 5076

STATE OF NEW JERSEY 220th LEGISLATURE

INTRODUCED JANUARY 19, 2023

Sponsored by:

Assemblyman PAUL D. MORIARTY

District 4 (Camden and Gloucester)

Assemblywoman VERLINA REYNOLDS-JACKSON

District 15 (Hunterdon and Mercer)

SYNOPSIS

Requires person offering digital coupon to make available paper coupon of identical value.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 1/19/2023)

1 AN ACT concerning digital coupons and supplementing P.L.1960,
2 c.39 (56:8-1 et seq.).

3

4 **BE IT ENACTED** by the Senate and General Assembly of the State
5 of New Jersey:

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7 1. a. A person selling or offering for sale goods or services at
8 retail that offers a digital coupon shall make available to a
9 consumer a paper coupon of identical value.

10 As used in this section, "digital coupon" means a store coupon,
11 rebate, or similar instrument that is offered to a consumer through
12 the Internet.

13 b. A person that violates the provisions of subsection a. of this
14 section shall be subject to a civil penalty of up to \$2,500 for a first
15 offense and up to \$5,000 for any subsequent offense, which may be
16 collected and enforced by the Director of the Division of Consumer
17 Affairs in the Department of Law and Public Safety in a summary
18 proceeding pursuant to the "Penalty Enforcement Law of 1999,"
19 P.L.1999, c.274 (C.2A:58-10 et seq.). The Superior Court shall
20 have jurisdiction of proceedings for the enforcement of the penalty
21 provided by this section.

22 c. The Director of the Division of Consumer Affairs shall,
23 pursuant to the "Administrative Procedure Act," P.L.1968, c.410
24 (C.52:14B-1 et seq.), adopt rules and regulations necessary to
25 effectuate the purposes of this act.

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27 2. This act shall take effect on the first day of the sixth month
28 after enactment, although the Director of the Division of Consumer
29 Affairs may take any administrative action in advance of the
30 effective date as may be necessary to implement the provisions of
31 this act.

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STATEMENT

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36 This bill provides that a person selling or offering for sale goods
37 or services at retail that offers a digital coupon is required to also
38 make available to a consumer a paper coupon of identical value.

39 The bill defines "digital coupon" to mean a store coupon, rebate,
40 or similar instrument that is offered to a consumer through the
41 Internet.

42 A violation of the bill's provisions result in a civil penalty of up
43 to \$2,500 for a first offense and up to \$5,000 for any subsequent
44 offense, which may be collected and enforced by the Director of the
45 Division of Consumer Affairs.