

P.L. 2023, CHAPTER 12, *approved February 6, 2023*
Assembly, No. 4065

1 **AN ACT** concerning advertisements for burglar alarm, fire alarm,
2 and locksmith services and supplementing P.L.1997, c.305
3 (C.45:5A-23 et seq.).

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

1. a. An advertisement for services of a burglar alarm or fire alarm business or for the provision of locksmithing services in, but not limited to, classified directories, business cards, or professional stationary, or on, but not limited to, the Internet or television may use an Internet website address for the purposes of indicating to the public the license number of the business and the individual licensed to perform services as a burglar alarm or fire alarm licensee, or locksmith.

b. The listing of the license numbers of the business and licensed individual shall be located in a clear and conspicuous manner on the Internet website.

20 2. This act shall take effect immediately.

23 STATEMENT

25 This bill is intended to modernize advertising requirements of the
26 burglar alarm, fire alarm, and locksmith industries. Currently,
27 licensed business in these industries are to include the license
28 number of the business and any professional in advertisements. This
29 bill allows burglar alarm, fire alarm, and locksmithing businesses to
30 post an Internet website address in advertisements to direct
31 consumers to in order indicate to the public the license number
32 information of the business and its employed professionals. If an
33 Internet website address is used in advertisements in lieu of the
34 license numbers, the license number information is to be located in
35 a clear and conspicuous manner.

40 Allows use of Internet website address in advertisements for
41 purposes of communicating license numbers of burglar alarm, fire
42 alarm, and locksmith businesses and professionals.