

[First Reprint]

SENATE, No. 332

STATE OF NEW JERSEY
220th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2022 SESSION

Sponsored by:

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SYNOPSIS

Requires commercial Internet websites and online services to notify consumers of collection and disclosure of personally identifiable information and allows consumers to opt out.

CURRENT VERSION OF TEXT

As amended by the Senate on August 8, 2022.



1 AN ACT concerning commercial Internet websites, consumers, and
2 personally identifiable information and supplementing Title 56
3 of the Revised Statutes.

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

7
8 1. As used in P.L. , c. (C.) (pending before the
9 Legislature as this bill):

10 “Affiliate” means a legal entity that controls, is controlled by, or
11 is under common control with another legal entity.

12 “Commercial Internet website” means a website operated for
13 business purposes, including, but not limited to, the sale of goods
14 and services, which collects and maintains personally identifiable
15 information from a consumer.

16 “Consumer” means an identified person who is a resident of this
17 State acting only in an individual or household context. “Consumer”
18 shall not include a person acting in a commercial or employment
19 context.

20 “De-identified data” means: data that cannot be linked to a
21 consumer without additional information that is kept separately; or
22 data that has been modified to a degree that the risk of re-
23 identification, consistent with guidance from the Federal Trade
24 Commission and the National Institute of Standards and
25 Technology, is small, as determined by the Director of the Division
26 of Consumer Affairs in the Department of Law and Public Safety
27 pursuant to section 8 of P.L. , c. (C.) (pending before the
28 Legislature as this bill), that is subject to a public commitment by
29 the operator not to attempt to re-identify the data, and to which one
30 or more enforceable controls to prevent re-identification has been
31 applied, which may include legal, administrative, technical, or
32 contractual controls.

33 “Designated request address” means an electronic mail address,
34 Internet website, or toll-free telephone number that a consumer may
35 use to request the information required to be provided pursuant to
36 section 3 of P.L. , c. (C.) (pending before the Legislature as
37 this bill).

38 “Disclose” means to release, transfer, share, disseminate, make
39 available, or otherwise communicate orally, in writing, or by
40 electronic or any other means to a third party a consumer’s
41 personally identifiable information. “Disclose” shall not include:

42 the disclosure of a consumer’s personally identifiable information
43 by an operator to a third party under a written contract authorizing
44 the third party to use the personally identifiable information to

EXPLANATION – Matter enclosed in bold-faced brackets **[thus]** in the above bill is
not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹Senate floor amendments adopted August 8, 2022.

1 perform services on behalf of the operator, including maintaining or
2 servicing accounts, providing customer service, processing or
3 fulfilling orders and transactions, verifying consumer information,
4 processing payments, providing financing, or similar services, but
5 only if the contract prohibits the third party from using the
6 personally identifiable information for any reason other than
7 performing the specified service on behalf of the operator and from
8 disclosing personally identifiable information to additional third
9 parties unless expressly authorized by the consumer;

10 the disclosure of personally identifiable information by an
11 operator to a third party based on a good-faith belief that disclosure
12 is required to comply with applicable law, regulation, legal process,
13 or court order;

14 the disclosure of personally identifiable information by an
15 operator to a third party that is reasonably necessary to address
16 fraud, risk management, security, or technical issues, to protect the
17 operator's rights or property, or to protect a consumer or the public
18 from illegal activities as required by law; or

19 the disclosure of personally identifiable information by an
20 operator to a third party in connection with the proposed or actual
21 sale or merger of the operator, or sale of all or part of its assets, to a
22 third party.

23 "Online service" means an information service provided over the
24 Internet that collects and maintains personally identifiable information
25 from a consumer.

26 "Operator" means a person or entity that operates a commercial
27 Internet website or an online service. "Operator" shall not include
28 any third party that operates, hosts, or manages, but does not own, a
29 commercial Internet website or online service on the operator's
30 behalf, or processes information on behalf of the operator.

31 "Personally identifiable information" means any information that
32 is linked or reasonably linkable to an identified or identifiable
33 person. "Personally identifiable information" shall not include de-
34 identified data or publicly available information.

35 "Publicly available information" means information that is
36 lawfully made available from federal, State, or local government
37 records, or widely-distributed media.

38 "Sale" means the exchange of personally identifiable information
39 for monetary consideration by the operator to a third party for
40 purposes of licensing or selling personally identifiable information
41 at the third party's discretion to additional third parties. "Sale" shall
42 not include the following:

43 the disclosure of personally identifiable information to a service
44 provider that processes that information on behalf of the operator;

45 the disclosure of personally identifiable information to a third
46 party with whom the consumer has a direct relationship for
47 purposes of providing a product or service requested by the
48 consumer or otherwise in a manner that is consistent with a

1 consumer's reasonable expectations considering the context in
2 which the consumer provided the personally identifiable
3 information to the operator;

4 the disclosure or transfer of personally identifiable information
5 to an affiliate of the operator; or

6 the disclosure or transfer of personally identifiable information
7 to a third party as an asset that is part of a merger, acquisition,
8 bankruptcy, or other transaction in which the third party assumes
9 control of all or part of the operator's assets.

10 "Service provider" means a person, private entity, public entity,
11 agency, or other entity that processes personally identifiable
12 information on behalf of the operator and who shall provide
13 sufficient guarantees to the operator to implement appropriate
14 technical and organizational measures in a manner that processing
15 shall ensure the protection of the consumer's personally identifiable
16 information.

17 "Third party" means a person, private entity, public entity, agency,
18 or entity other than the consumer, operator, or affiliate or service
19 provider of the operator.

20 "Verified request" means the process through which a consumer
21 may submit a request to exercise a right or rights established in
22 P.L. , c. (C.) (pending before the Legislature as this bill),
23 and by which an operator can reasonably authenticate the request
24 and the consumer making the request using commercially
25 reasonable means.

26

27 2. a. An operator that collects the personally identifiable
28 information of a consumer through a commercial Internet website or
29 online service shall provide on its commercial Internet website or
30 online service notification to a consumer that shall include, but not
31 be limited to:

32 (1) the categories of the personally identifiable information that
33 the operator collects through the commercial Internet website or
34 online service about a consumer who uses or visits the operator's
35 commercial Internet website or online service;

36 (2) the categories of all third parties with which the operator
37 may disclose a consumer's personally identifiable information;

38 (3) whether a third party may collect personally identifiable
39 information about a consumer's online activities over time and
40 across different commercial Internet websites or online services
41 when the consumer uses the Internet website or online service of the
42 operator;

43 (4) a description of the process for an individual consumer who
44 uses or visits the commercial Internet website or online service to
45 review and request changes to any of the consumer's personally
46 identifiable information that is collected by the commercial Internet
47 website or online service of the operator;

1 (5) the process by which the operator notifies consumers who
2 use or visit the commercial Internet website or online service of
3 material changes to the notification required to be made available
4 pursuant to this subsection, along with the effective date of the
5 notice; and

6 (6) information concerning one or more designated request
7 addresses of the operator.

8 b. In addition to the requirements of subsection a. of this
9 section, an operator shall include the notification as a separate
10 section of the operator's privacy policy.

11

12 3. a. An operator that collects a consumer's personally
13 identifiable information through its commercial Internet website or
14 online service and discloses the consumer's personally identifiable
15 information to a third party shall make the following information
16 available to the consumer free of charge upon receipt of a verified
17 request from the consumer for this information through a designated
18 request address:

19 (1) the category or categories of a consumer's personally
20 identifiable information that were disclosed; and

21 (2) the category or categories of the third parties that received the
22 consumer's personally identifiable information.

23 b. An operator that receives a verified request from a consumer
24 pursuant to subsection a. of this section shall provide a response to
25 the consumer within 60 days of the operator's verification of the
26 request and shall provide the information, pursuant to subsection a.
27 of this section, for all disclosures of personally identifiable
28 information that occurred in the prior 12 months.

29 c. This section shall not apply to personally identifiable
30 information disclosed prior to the effective date of
31 P.L. , c. (C.) (pending before the Legislature as this bill).

32

33 4. a. An operator that collects the personally identifiable
34 information of a consumer through its commercial Internet website
35 or online service and sells the personally identifiable information of
36 the consumer through the Internet shall clearly and conspicuously
37 post a link, on its commercial Internet website or online service or
38 in another prominently accessible location the commercial Internet
39 website maintains for consumer privacy settings, to an Internet
40 webpage maintained by the operator, which enables a consumer, by
41 verified request, to opt out of the sale of the consumer's personally
42 identifiable information. The method in which a consumer may opt
43 out shall be in a form and manner determined by the operator,
44 provided that a consumer shall not be required to establish an
45 account with the operator in order to opt out of the sale of a
46 consumer's personally identifiable information.

47 b. An operator shall be prohibited from discriminating against
48 a consumer if the consumer chooses to opt out of the sale of the

1 consumer's personally identifiable information pursuant to
2 subsection a. of this section. The provisions of this section shall not
3 prohibit the operator's ability to offer consumers discounts, loyalty
4 programs, or other incentives for the sale of the consumer's
5 personally identifiable information, or to provide different services
6 to consumers that are reasonably related to the value of the relevant
7 data.

8
9 5. A waiver of the requirements of, or an agreement that does
10 not comply with, the provisions of P.L. , c. (C.) (pending
11 before the Legislature as this bill) shall be void and unenforceable.

12
13 6. Nothing in P.L. , c. (C.) (pending before the
14 Legislature as this bill) shall apply to:

15 a. protected health information collected by a covered entity or
16 business associate subject to the privacy, security, and breach
17 notification rules issued by the United States Department of Health
18 and Human Services, Parts 160 and 164 of Title 45 of the Code of
19 Federal Regulations, established pursuant to the "Health Insurance
20 Portability and Accountability Act of 1996," Pub.L.104-191, and
21 the "Health Information Technology for Economic and Clinical
22 Health Act," (42 U.S.C. s.17921 et seq.).

23 b. a financial institution or an affiliate of a financial institution
24 that is subject to Title V of the federal "Gramm-Leach-Bliley Act of
25 1999," 15 U.S.C. s.6801 et seq., and the rules and implementing
26 regulations promulgated thereunder;

27 c. the secondary market institutions identified in
28 15 U.S.C. s.6809(3)(D) and 12 C.F.R. s.1016.3(l)(3)(iii); or

29 d. an insurance institution subject to P.L.1985, c.179
30 (C.17:23A-1 et seq.).

31 e. the sale of a consumer's personally identifiable information
32 by the New Jersey Motor Vehicle Commission that is permitted by
33 the federal "Drivers' Privacy Protection Act of 1994," 18 U.S.C.
34 s.2721 et seq.; and

35 f. personally identifiable information collected, processed,
36 sold, or disclosed by a consumer reporting agency, as defined in 15
37 U.S.C. s.1681a(f), if the collection, processing, sale, or disclosure
38 of the personally identifiable information is limited by the federal
39 "Fair Credit Reporting Act," 15 U.S.C. s.1681 et seq., and
40 implementing regulations.

41
42 7. Nothing in P.L. , c. (C.) (pending before the
43 Legislature as this bill) shall require an operator to:

44 a. re-identify de-identified data;

45 b. collect, retain, use, link, or combine personally identifiable
46 information concerning a consumer that it would not otherwise
47 collect, retain, use, link, or combine in the ordinary course of
48 business.

1 8. It shall be an unlawful practice and violation of P.L.1960,
2 c.39 (C.56:8-1 et seq.) for an operator to fail to notify a consumer of
3 the sale of personally identifiable information pursuant to sections 2
4 and 3 of P.L. , c. (C.) (pending before the Legislature as this
5 bill) or fail to allow a consumer to opt out of the sale of a
6 consumer’s personally identifiable information pursuant to section 4
7 of P.L. , c. (C.) (pending before the Legislature as this bill)
8 if the operator fails to cure any alleged violation of
9 P.L. , c. (C.) (pending before the Legislature as this bill)
10 within 30 days after receiving notice of alleged noncompliance
11 from the Attorney General.

12

13 9. The Director of the Division of Consumer Affairs in the
14 Department of Law and Public Safety shall promulgate rules and
15 regulations, pursuant to the “Administrative Procedure Act,”
16 P.L.1968, c.410 (C.52:14B-1 et seq.), necessary to effectuate the
17 purposes of P.L. , c. (C.) (pending before the Legislature as
18 this bill).

19

20 10. The Office of the Attorney General shall have sole and
21 exclusive authority to enforce a violation of P.L. , c. (C.)
22 (pending before the Legislature as this bill). ¹Nothing in
23 P.L. , c. (C.) (pending before the Legislature as this bill)
24 shall be construed as providing the basis for, or subject to, a private
25 right of action for violations of P.L. , c. (C.) (pending before
26 the Legislature as this bill) or under any other law.¹

27

28 11. This act shall take effect on the 180th day following the date
29 of enactment, except that the Director of the Division of Consumer
30 Affairs may take any anticipatory administrative action in advance as
31 shall be necessary for the implementation of this act.