

[Fifth Reprint]

SENATE, No. 332

STATE OF NEW JERSEY
220th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2022 SESSION

Sponsored by:

Senator TROY SINGLETON

District 7 (Burlington)

Senator RICHARD J. CODEY

District 27 (Essex and Morris)

Co-Sponsored by:

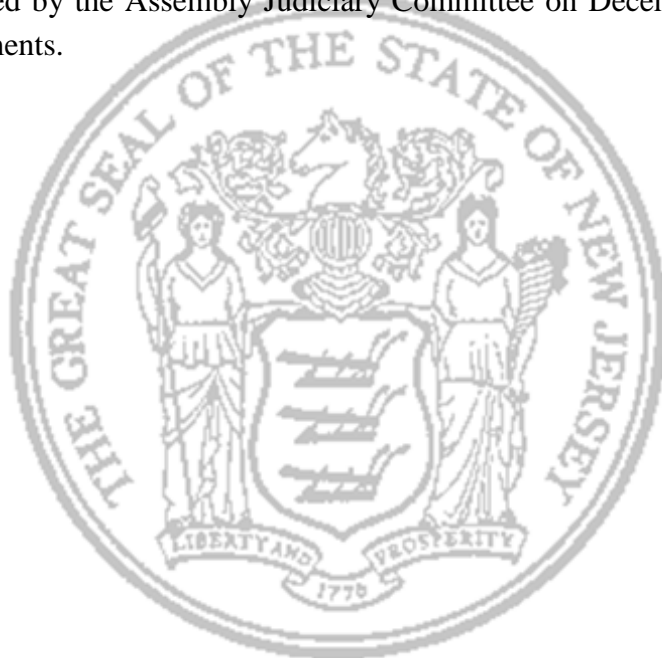
Senators Greenstein, Madden and Pou

SYNOPSIS

Requires notification to consumers of collection and disclosure of personal data by certain entities.

CURRENT VERSION OF TEXT

As reported by the Assembly Judiciary Committee on December 18, 2023, with amendments.



(Sponsorship Updated As Of: 2/2/2023)

1 AN ACT concerning ⁴**[commercial Internet websites]** online
 2 services⁴, consumers, and ⁵**[personally identifiable information]**
 3 personal data⁵ and supplementing Title 56 of the Revised
 4 Statutes.

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

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

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

13 ⁴“Business” means a sole proprietorship, partnership, limited
 14 liability company, corporation, association, or other legal entity that is
 15 organized or operated for the profit or financial benefit of its
 16 shareholders or other owners, that collects consumers’ personal
 17 information. “Business” does not include non-profit organizations.⁴

18 ⁴**[“Commercial Internet website” means a website operated for**
 19 **business purposes, including, but not limited to, the sale of goods and**
 20 **services, which collects and maintains personally identifiable**
 21 **information from a consumer.]**⁴

22 “Consumer” means an identified person who is a resident of this
 23 State acting ²**[only]**² ³**only**³ in an individual ³**[², job seeking,²]**³ or
 24 household context. “Consumer” shall not include a person
 25 ³**[²otherwise²]**³ acting in a commercial or employment context.

26 “De-identified data” means: data that cannot be linked to a
 27 consumer without additional information that is kept separately; or
 28 data that has been modified to a degree that the risk of re-
 29 identification, consistent with guidance from the Federal Trade
 30 Commission and the National Institute of Standards and Technology,
 31 is small, as determined by the Director of the Division of Consumer
 32 Affairs in the Department of Law and Public Safety pursuant to
 33 section ³**[8]** ³**9** of P.L. , c. (C.) (pending before the Legislature
 34 as this bill), that is subject to a public commitment by the operator not
 35 to attempt to re-identify the data, and to which one or more
 36 enforceable controls to prevent re-identification has been applied,
 37 which may include legal, administrative, technical, or contractual
 38 controls.

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

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.

²Senate floor amendments adopted November 21, 2022.

³Senate floor amendments adopted December 19, 2022.

⁴Assembly AST committee amendments adopted May 11, 2023.

⁵Assembly AJU committee amendments adopted December 18, 2023.

1 “Disclose” means to release, transfer, share, disseminate, make
2 available, or otherwise communicate ²[orally,] ³orally, ³ in writing, or
3 by electronic or any other means ³[^{2, 2}] ³ ⁴by an operator⁴ to a third
4 party a consumer’s personally identifiable information. “Disclose”
5 shall not include:

6 the disclosure of a consumer’s personally identifiable information
7 by an operator to a third party under a written contract authorizing the
8 third party to use the personally identifiable information to perform
9 services on behalf of the operator, including maintaining or servicing
10 accounts, providing customer service, processing or fulfilling orders
11 and transactions, verifying consumer information, processing
12 payments, providing financing, or similar services, but only if the
13 contract prohibits the third party from using the personally identifiable
14 information for any reason other than performing the specified service
15 on behalf of the operator and from disclosing personally identifiable
16 information to additional third parties unless expressly authorized by
17 the consumer;

18 the disclosure of personally identifiable information by an operator
19 to a third party based on a good-faith belief that disclosure is required
20 to comply with ⁴an⁴ applicable law, regulation, legal process, or court
21 order;

22 the disclosure of personally identifiable information by an operator
23 to a third party that is reasonably necessary to address fraud, risk
24 management, security, or technical issues, to protect the operator’s
25 rights or property, or to protect a consumer or the public from illegal
26 activities as required by law; or

27 the disclosure of personally identifiable information by an operator
28 to a third party in connection with the proposed or actual sale or
29 merger of the operator, or sale of all or part of its assets, to a third
30 party.

31 “Online service” means ⁴[an information] any⁴ service provided
32 over the Internet that collects and maintains personally identifiable
33 information from a consumer.

34 “Operator” means a person or entity that operates ⁴[a commercial
35 Internet website or]⁴ an online service ³[², and includes any third
36 party that tracks or collects any information concerning a customer’s
37 usage of a commercial Internet website, regardless of whether the third
38 party owns or operates the website²]³. “Operator” shall not include
39 any third party that operates, hosts, or manages, but does not own, ⁴[a
40 commercial Internet website or] an⁴ online service on the operator’s
41 behalf, or processes information on behalf of the operator.

42 “Personally identifiable information” means any information that
43 is linked or reasonably linkable to an identified or identifiable person.
44 “Personally identifiable information” shall not include de-identified
45 data ²[or publicly available information.

46 “Publicly available information” means information that is
47 lawfully made available from federal, State, or local government

1 records, or widely-distributed media]² ³or publically available
2 information.

3 “Publicly available information” means information that is
4 lawfully made available from federal, State, or local government
5 records, or widely-distributed media³.

6 “Sale” means the exchange of personally identifiable information
7 for monetary consideration by the operator to a third party for
8 purposes of licensing or selling personally identifiable information at
9 the third party's discretion to additional third parties. "Sale" shall not
10 include the following:

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

13 the disclosure of personally identifiable information to a third party
14 with whom the consumer has a direct relationship for purposes of
15 providing a product or service requested by the consumer or otherwise
16 in a manner that is consistent with a consumer's reasonable
17 expectations considering the context in which the consumer provided
18 the personally identifiable information to the operator;

19 the disclosure or transfer of personally identifiable information to
20 an affiliate of the operator; or

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

25 “Service provider” means a person, private entity, public entity,
26 agency, or other entity that processes personally identifiable
27 information on behalf of the operator ³[²or on the operator's
28 website²]³ and who shall provide sufficient guarantees to the operator
29 to implement appropriate technical and organizational measures in a
30 manner that processing shall ensure the protection of the consumer's
31 personally identifiable information.

32 “Third party” means a person, private entity, public entity, agency,
33 or entity other than the consumer, operator, or affiliate or service
34 provider of the operator.

35 "Verified request" means the process through which a consumer
36 may submit a request to exercise a right or rights established in
37 P.L. , c. (C.) (pending before the Legislature as this bill), and
38 by which an operator can reasonably authenticate the request and the
39 consumer making the request using commercially reasonable means.]⁵
40

41 ⁵[². a. An operator that collects the personally identifiable
42 information of a consumer through ⁴[a commercial Internet website
43 or] an⁴ online service shall provide on ²[its] the² ⁴[commercial
44 Internet website or]⁴ online service notification to a consumer that
45 shall include, but not be limited to:

46 (1) the categories of the personally identifiable information that
47 the operator collects through the ⁴[commercial Internet website

1 or]⁴ online service about a consumer who uses or visits the
 2 ²[operator's]² ³operator's³ ⁴[commercial Internet website or]⁴
 3 online service;

4 (2) the categories of all third parties ⁴[with] to⁴ which the
 5 operator may disclose a consumer's personally identifiable
 6 information;

7 (3) whether a third party may collect personally identifiable
 8 information about a consumer's online activities over time and
 9 across different ⁴[commercial Internet websites or]⁴ online
 10 services when the consumer uses the ⁴[Internet website or]⁴ online
 11 service of the operator;

12 (4) a description of the process for an individual consumer who
 13 uses or visits the ⁴[commercial Internet website or]⁴ online service
 14 to review and request changes to any of the consumer's personally
 15 identifiable information that is collected by ²[the commercial
 16 Internet website or online service of]² ⁴[³the commercial Internet
 17 website or] the⁴ online service of ³ the operator;

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

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

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

28 ³[²c. (1) The process described in paragraph (4) of
 29 subsection a. of this section shall consist of one or more methods
 30 for submitting requests to the operator. The operator shall provide a
 31 toll-free phone number, email address, or both, for the submission
 32 of requests by a customer to review or change personally
 33 identifiable information. The consumer shall submit verified
 34 documents supporting the consumer's request to change personally
 35 identifiable information. The operator shall take steps to promptly
 36 verify the data and reply to the consumer's request.

37 (2) An operator may deny an individual consumer's request to
 38 change the consumer's personally identifiable information if:

39 (a) the operator is legally obligated to retain the personally
 40 identifiable information; or

41 (b) the changes cannot be verified through the submitted
 42 documentation.²]³]⁵

43
 44 ⁵[3. a. An operator that collects a consumer's personally
 45 identifiable information through its ⁴[commercial Internet website
 46 or]⁴ online service and discloses the consumer's personally
 47 identifiable information to a third party shall make the following

1 information available to the consumer free of charge upon receipt of
 2 a verified request from the consumer for this information through a
 3 designated request address:

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

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

8 b. An operator that receives a verified request from a consumer
 9 pursuant to subsection a. of this section shall provide a response to
 10 the consumer within 60 days of the operator's verification of the
 11 request and shall provide the information, pursuant to subsection a.
 12 of this section, for all disclosures of personally identifiable
 13 information that occurred in the prior 12 months.

14 c. This section shall not apply to personally identifiable
 15 information disclosed prior to the effective date of P.L. , c.
 16 (C.) (pending before the Legislature as this bill). ⁴This section
 17 shall not apply to personally identifiable information collected prior
 18 to the effective date of P.L. , c. (C.) (pending before the
 19 Legislature as this bill) unless the controller continues to store such
 20 information thereafter.⁴⁵

21
 22 ⁵[4. a. An operator that collects the personally identifiable
 23 information of a consumer through its ⁴[commercial Internet website
 24 or]⁴ online service and sells the personally identifiable information
 25 of the consumer ⁴[through the Internet]⁴ shall clearly and
 26 conspicuously post a link, on its ⁴[commercial Internet website or]⁴
 27 online service or in another prominently accessible location the
 28 ⁴[commercial Internet website] online service⁴ maintains for
 29 consumer privacy settings, to an Internet webpage maintained by the
 30 operator, which enables a consumer, by verified request, to opt ⁴[out
 31 of] into⁴ the sale of the consumer's personally identifiable
 32 information. The method in which a consumer may opt ⁴[out] in⁴
 33 shall be in a form and manner determined by the operator, provided
 34 that a consumer shall not be required to establish an account with
 35 the operator in order to opt ⁴[out of] into⁴ the sale of a consumer's
 36 personally identifiable information.

37 b. An operator shall be prohibited from discriminating against
 38 a consumer if the consumer chooses to opt out of the sale of the
 39 consumer's personally identifiable information pursuant to
 40 subsection a. of this section. The provisions of this section shall not
 41 prohibit the operator's ability to offer consumers discounts, loyalty
 42 programs, or other incentives for the sale of the consumer's
 43 personally identifiable information, or to provide different services
 44 to consumers that are reasonably related to the value of the relevant
 45 data⁴, provided that the operator has clearly and conspicuously
 46 disclosed to the consumer that the offered discounts, programs,
 47 incentives, or services require consenting to the sale or processing

1 of personally identifiable information that the consumer otherwise
2 has a right to opt out of⁴ **]**⁵.

3

4 ⁵**[**5. A waiver of the requirements of, or an agreement that does
5 not comply with, the provisions of P.L. , c. (C.) (pending
6 before the Legislature as this bill) shall be void and
7 unenforceable.**]**⁵

8

9 ⁵**[**6. Nothing in P.L. , c. (C.) (pending before the
10 Legislature as this bill) shall apply to:

11 a. protected health information collected by a covered entity or
12 business associate subject to the privacy, security, and breach
13 notification rules issued by the United States Department of Health
14 and Human Services, Parts 160 and 164 of Title 45 of the Code of
15 Federal Regulations, established pursuant to the "Health Insurance
16 Portability and Accountability Act of 1996," Pub.L.104-191, and the
17 "Health Information Technology for Economic and Clinical Health
18 Act," ⁴**[**(⁴42 U.S.C. s.17921 et seq.⁴)**]**⁴.

19 b. a financial institution or an affiliate of a financial institution
20 that is subject to Title V of the federal "Gramm-Leach-Bliley Act ⁴**[**of
21 1999⁴," 15 U.S.C. s.6801 et seq., and the rules and implementing
22 regulations promulgated thereunder;

23 c. the secondary market institutions identified in
24 15 U.S.C. s.6809(3)(D) and 12 C.F.R. s.1016.3(l)(3)(iii); ⁴**[**or⁴

25 d. an insurance institution subject to P.L.1985, c.179 (C.17:23A-1
26 et seq.)⁴**[**.⁴

27 e. the sale of a consumer's personally identifiable information by
28 the New Jersey Motor Vehicle Commission that is permitted by the
29 federal "Drivers' Privacy Protection Act of 1994," 18 U.S.C. s.2721 et
30 seq.; ⁴**[**and⁴ or⁴

31 f. personally identifiable information collected, processed, sold,
32 or disclosed by a consumer reporting agency, as defined in 15 U.S.C.
33 s.1681a(f), if the collection, processing, sale, or disclosure of the
34 personally identifiable information is limited by the federal "Fair
35 Credit Reporting Act," 15 U.S.C. s.1681 et seq., and implementing
36 regulations.**]**⁵

37

38 ⁵**[**7. Nothing in P.L. , c. (C.) (pending before the
39 Legislature as this bill) shall require an operator to:

40 a. re-identify de-identified data;

41 b. collect, retain, use, link, or combine personally identifiable
42 information concerning a consumer that it would not otherwise
43 collect, retain, use, link, or combine in the ordinary course of
44 business.**]**⁵

45

46 ⁵**[**8. It shall be an unlawful practice and violation of P.L.1960,
47 c.39 (C.56:8-1 et seq.) for an operator to fail to notify a consumer of

1 the sale of personally identifiable information pursuant to sections 2
 2 and 3 of P.L. , c. (C.) (pending before the Legislature as this
 3 bill) or fail to allow a consumer to opt out of the sale of a
 4 consumer’s personally identifiable information pursuant to section 4
 5 of P.L. , c. (C.) (pending before the Legislature as this bill)
 6 if the operator fails to cure any alleged violation of
 7 P.L. , c. (C.) (pending before the Legislature as this bill)
 8 within 30 days after receiving notice of alleged noncompliance
 9 from the Attorney General. **1**⁵

10
 11 **5**[9. The Director of the Division of Consumer Affairs in the
 12 Department of Law and Public Safety shall promulgate rules and
 13 regulations, pursuant to the “Administrative Procedure Act,”
 14 P.L.1968, c.410 (C.52:14B-1 et seq.), necessary to effectuate the
 15 purposes of P.L. , c. (C.) (pending before the Legislature as
 16 this bill). **1**⁵

17
 18 **5**[10. The Office of the Attorney General shall have sole and
 19 exclusive authority to enforce a violation of P.L. , c. (C.)
 20 (pending before the Legislature as this bill). ¹Nothing in
 21 P.L. , c. (C.) (pending before the Legislature as this bill)
 22 shall be construed as providing the basis for, or subject to, a private
 23 right of action for violations of P.L. , c. (C.) (pending before
 24 the Legislature as this bill) or under any other law. **1**⁵

25
 26 **5**[11. This act shall take effect on the 180th day following
 27 the date of enactment, except that the Director of the Division of
 28 Consumer Affairs may take any anticipatory administrative action in
 29 advance as shall be necessary for the implementation of this act. **1**⁵

30
 31 **5**1. As used in P.L. , c. (C.) (pending before the
 32 Legislature as this bill):

33 “Affiliate” means a legal entity that controls, is controlled by, or
 34 is under common control with another legal entity. For the
 35 purposes of this definition, “control” means: the ownership of or the
 36 power to vote, more than 50 percent of the outstanding shares of
 37 any class of voting security of a company; the control in any
 38 manner over the election of a majority of the directors or
 39 individuals exercising similar functions; or the power to exercise a
 40 controlling influence over the management or policies of a
 41 company.

42 “Biometric data” means data generated by automatic or
 43 technological processing, measurements, or analysis of an
 44 individual’s biological, physical, or behavioral characteristics,
 45 including, but not limited to, fingerprint, voiceprint, eye retinas,
 46 irises, facial mapping, facial geometry, facial templates, or other
 47 unique biological, physical, or behavioral patterns or characteristics

1 that are used or intended to be used, singularly or in combination
2 with each other or with other personal data, to identify a specific
3 individual. “Biometric data” shall not include: a digital or physical
4 photograph; an audio or video recording; or any data generated
5 from a digital or physical photograph, or an audio or video
6 recording, unless such data is generated to identify a specific
7 individual.

8 “Child” shall have the same meaning as provided in COPPA.

9 “Consent” means a clear affirmative act signifying a consumer’s
10 freely given, specific, informed and unambiguous agreement to
11 allow the processing of personal data relating to the consumer.
12 “Consent” may include a written statement, including by electronic
13 means, or any other unambiguous affirmative action. “Consent shall
14 not include: acceptance of a general or broad terms of use or similar
15 document that contains descriptions of personal data processing
16 along with other, unrelated information; hovering over, muting,
17 pausing, or closing a given piece of content; or agreement obtained
18 through the use of dark patterns.

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

23 “Controller” means an individual, or legal entity that, alone or
24 jointly with others determines the purpose and means of processing
25 personal data.

26 “COPPA” means the federal Children’s Online Privacy
27 Protection Act, 15 U.S.C. s.6501 et seq., and any rules, regulations,
28 guidelines, and exceptions thereto, as may be amended from time to
29 time.

30 “Dark pattern” means a user interface designed or manipulated
31 with the substantial effect of subverting or impairing user
32 autonomy, decision-making, or choice, and includes, but is not
33 limited to, any practice the United States Federal Trade
34 Commission refers to as a “dark pattern.”

35 “Decisions that produce legal or similarly significant effects
36 concerning the consumer” means decisions that result in the
37 provision or denial of financial or lending services, housing,
38 insurance, education enrollment or opportunity, criminal justice,
39 employment opportunities, health care services, or access to
40 essential goods and services.

41 “De-identified data” means: data that cannot be reasonably used
42 to infer information about, or otherwise be linked to, an identified or
43 reasonably identifiable individual, or a device linked to such an
44 individual, if the controller that possesses the data: (1) takes
45 reasonable measures to ensure that the data cannot be associated with
46 an individual, (2) publicly commits to maintain and use the data only
47 in a de-identified fashion and not to attempt to re-identify the data,

1 and (3) contractually obligates any recipients of the information to
2 comply with the requirements of this paragraph.

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

8 “Personal data” means any information that is linked or
9 reasonably linkable to an identified or identifiable person. “Personal
10 data” shall not include de-identified data or publicly available
11 information.

12 “Precise geolocation data” means information derived from
13 technology, including, but not limited to, global positioning system
14 level latitude and longitude coordinates or other mechanisms, that
15 directly identifies the specific location of an individual with
16 precision and accuracy within a radius of 1,750 feet. “Precise
17 geolocation data” does not include the content of communications,
18 or any data generated by or connected to advanced utility metering
19 infrastructure systems or equipment for use by a utility.

20 “Process” or “processing” means an operation or set of
21 operations performed, whether by manual or automated means, on
22 personal data or on sets of personal data, such as the collection, use,
23 storage, disclosure, analysis, deletion, or modification of personal
24 data, and also includes the actions of a controller directing a
25 processor to process personal data.

26 “Processor” means a person, private entity, public entity, agency,
27 or other entity that processes personal data on behalf of the
28 controller.

29 “Profiling” means any form of automated processing performed
30 on personal data to evaluate, analyze or predict personal aspects
31 related to an identified or identifiable individual’s economic
32 situation, health, personal preferences, interests, reliability,
33 behavior, location or movements.

34 “Publicly available information” means information that is
35 lawfully made available from federal, State, or local government
36 records, or widely-distributed media or information that a controller
37 has a reasonable basis to believe a consumer has lawfully made
38 available to the general public and has not restricted to a specific
39 audience.

40 “Sale” means the sharing, disclosing, or transferring of personal
41 data for monetary or other valuable consideration by the controller to a
42 third party. “Sale” shall not include:

43 The disclosure of personal data to a processor that only processes
44 the personal data on the controller’s behalf;

45 The disclosure of personal data to a third party for the purposes of
46 providing a product or service requested by the consumer;

47 The disclosure or transfer of personal data to an affiliate of the
48 controller;

1 The disclosure of personal data that the consumer intentionally
2 made available to the general public through a mass media channel
3 and did not restrict to a specific audience; or

4 The disclosure or transfer of personal data to a third party as an
5 asset that is part of a proposed or actual merger, acquisition,
6 bankruptcy, or other transaction in which the third party assumes
7 control of all or part of the controller’s assets.

8 “Sensitive data” means personal data revealing racial or ethnic
9 origin; religious beliefs; mental or physical health condition, treatment,
10 or diagnosis; financial information; sex life or sexual orientation;
11 citizenship or immigration status; status as transgender or non-binary;
12 genetic or biometric data that may be processed for the purpose of
13 uniquely identifying an individual; personal data collected from a
14 known child; or precise geolocation data.

15 “Targeted advertising” means displaying an advertisements to a
16 consumer where the advertisement is selected based on personal data
17 obtained or inferred from that consumer’s activities over time and
18 across nonaffiliated Internet web sites or online applications to predict
19 such consumer’s preferences or interests. “Targeted advertising” shall
20 not include: advertisements based on activities within a controller’s
21 own internet websites or online applications; advertisements based on
22 the context of a consumer’s current search query, visit to an internet
23 website or online application; advertisements directed to a consumer in
24 response to the consumer’s request for information or feedback; or
25 processing personal data solely to measure or report advertising
26 frequency, performance, or reach.

27 “Third party” means a person, private entity, public entity,
28 agency, or entity other than the consumer, controller, or affiliate or
29 processor of the controller.

30 “Trade secret” has the same meaning as section 2 of P.L.2011,
31 c.161 (C.56:15-2).

32 “Verified request” means the process through which a consumer
33 may submit a request to exercise a right or rights established in
34 P.L. , c. (C.) (pending before the Legislature as this bill),
35 and by which a controller can reasonably authenticate the request
36 and the consumer making the request using commercially
37 reasonable means.⁵

38
39 ⁵2. Notwithstanding any State law, rule, regulation, or order to
40 the contrary, the provisions of P.L. , c. (C.) (pending
41 before the Legislature as this bill) shall only apply to controllers
42 that conduct business in the State or produce products or services
43 that are targeted to residents of the State, and that during a calendar
44 year either:

45 a. control or process the personal data of at least 100,000
46 consumers, excluding personal data processed solely for the
47 purpose of completing a payment transaction; or

1 b. control or process the personal data of at least 25,000
2 consumers and the controller derives revenue, or receives a discount
3 on the price of any goods or services, from the sale of personal
4 data.⁵

5
6 ⁵3. a. A controller shall provide to a consumer a reasonably
7 accessible, clear, and meaningful privacy notice that shall include, but
8 may not be limited to:

9 (1) the categories of the personal data that the controller
10 processes;

11 (2) the purpose for processing personal data;

12 (3) the categories of all third parties to which the controller may
13 disclose a consumer's personal data;

14 (4) the categories of personal data that the controller shares with
15 third parties, if any;

16 (5) how consumers may exercise their consumer rights, including
17 the controller's contact information and how a consumer may
18 appeal a controller's decision with regard to the consumer's
19 request;

20 (6) the process by which the controller notifies consumers of
21 material changes to the notification required to be made available
22 pursuant to this subsection, along with the effective date of the
23 notice; and

24 (7) an active electronic mail address or other online mechanism that
25 the consumer may use to contact the controller.

26 b. If a controller sells personal data to third parties or processes
27 personal data for the purposes of targeted advertising, the sale of
28 personal data, or profiling in furtherance of decisions that produce
29 legal or similarly significant effects concerning a consumer, the
30 controller shall clearly and conspicuously disclose such sale or
31 processing, as well as the manner in which a consumer may
32 exercise the right to opt out of such sale or processing, a description
33 of the process for a consumer to review and make requests pursuant
34 to section 4 of this act, P.L. , c. (C.) (pending before the
35 Legislature as this bill).

36 c. A controller shall not:

37 (1) require a consumer to create a new account in order to exercise
38 a right; or

39 (2) based solely on the exercise of a right and unrelated to
40 feasibility or the value of a service, increase the cost of, or decrease
41 the availability of, the product or service.⁵

42
43 ⁵4. a. A controller that receives a verified request from a
44 consumer shall provide a response to the consumer within 45 days
45 of the controller's receipt of the request . The controller may extend
46 the response period by 45 additional days where reasonably
47 necessary, considering the complexity and number of the
48 consumer's requests, provided that the controller informs the

1 consumer of any such extension within the initial 45-day response
2 period and the reason for the extension and shall provide the
3 information for all disclosures of personal data that occurred in the
4 prior 12 months.

5 b. This section shall not apply to personal data collected prior to
6 the effective date of P.L. , c. (C.) (pending before the
7 Legislature as this bill) unless the controller continues to process
8 such information thereafter.

9 c. If a controller declines to take action regarding the consumer's
10 request, the controller shall inform the consumer without undue delay,
11 but not later than 45 days after receipt of the request, of the
12 justification for declining to take action and instructions for how to
13 appeal the decision.

14 d. Information provided in response to a consumer request shall be
15 provided by a controller, free of charge, once per consumer during any
16 twelve-month period, except that, for a second or subsequent identical
17 request within a 12-month period, the controller may charge an
18 amount calculated pursuant to regulations. If requests from a
19 consumer are manifestly unfounded, excessive, or repetitive, the
20 controller may charge the consumer a reasonable fee to cover the
21 administrative costs of complying with the request or decline to act on
22 the request. The controller shall bear the burden of demonstrating the
23 manifestly unfounded, excessive or repetitive nature of the request.

24 e. If a controller is unable to authenticate a request to exercise any
25 of the rights afforded under section 5 of P.L. , c. (C.)
26 (pending before the Legislature as this bill) using commercially
27 reasonable efforts, the controller shall not be required to comply with a
28 request to initiate an action pursuant to this section and shall provide
29 notice to the consumer that the controller is unable to authenticate the
30 request to exercise such right or rights until such consumer provides
31 additional information reasonably necessary to authenticate such
32 consumer and such consumer's request to exercise such right or rights.
33 A controller shall not be required to authenticate an opt-out request if
34 honors, but a controller may deny an opt-out request if the controller
35 has a good faith, reasonable and documented belief that such request is
36 fraudulent. If a controller denies an opt-out request because the
37 controller believes such request is fraudulent, the controller shall send
38 a notice to the person who made such request disclosing that such
39 controller believes such request is fraudulent, why such controller
40 believes such request is fraudulent and that such controller shall not
41 comply with such request.

42 f. A controller shall establish a process for a consumer to appeal the
43 controller's refusal to take action on a request within a reasonable
44 period of time after the consumer's receipt of the decision. The appeal
45 process shall be conspicuously available and similar to the process for
46 submitting requests to initiate action pursuant to this section. Not later
47 than 45 days after receipt of an appeal, a controller shall inform the
48 consumer in writing of any action taken or not taken in response to the

1 appeal, including a written explanation of the reasons for the decisions.
2 If the appeal is denied, the controller shall also provide the consumer
3 with an online mechanism, if available, or other method through which
4 the consumer may contact the Division of Consumer Affairs in the
5 Department of Law and Public Safety to submit a complaint.⁵

6
7 ⁵5. A controller shall be prohibited from discriminating against a
8 consumer if the consumer chooses to opt out of the processing for
9 sale, targeted advertising, or profiling in furtherance of decisions
10 that produce legal or similarly significant effects of the consumer's
11 personal data pursuant to P.L. , c. (C.) (pending before the
12 Legislature as this bill). The provisions of this section shall not
13 prohibit the controller's ability to offer consumers discounts, loyalty
14 programs, or other incentives for the sale of the consumer's personal
15 data, or to provide different services to consumers that are
16 reasonably related to the value of the relevant data, provided that
17 the controller has clearly and conspicuously disclosed to the
18 consumer that the offered discounts, programs, incentives, or
19 services include the sale or processing of personal data that the
20 consumer otherwise has a right to opt out of.⁵

21
22 ⁵6. A waiver of the requirements of, or an agreement that does
23 not comply with, the provisions of P.L. , c. (C.) (pending
24 before the Legislature as this bill) shall be void and unenforceable.⁵

25
26 ⁵7. a. A consumer shall have the right to:

27 (1) confirm whether a controller processes the consumer's
28 personal data and accesses such personal data, provided that
29 nothing in this paragraph shall require a controller to provide the
30 data to the consumer in a manner that would reveal the controller's
31 trade secrets;

32 (2) correct inaccuracies in the consumer's personal data, taking
33 into account the nature of the information and the purposes of the
34 processing of the information;

35 (3) delete personal data concerning the consumer;

36 (4) obtain a copy of the consumer's personal data held by the
37 controller in a portable and, to the extent technically feasible,
38 readily usable format that allows the consumer to transmit the data
39 to another entity without hindrance, provided that nothing in this
40 paragraph shall require a controller to provide the data to the
41 consumer in a manner that would reveal the controller's trade
42 secrets; and

43 (5) opt out of the processing of personal data for the purposes of
44 (a) targeted advertising; (b) the sale of personal data; or (c)
45 profiling in furtherance of decisions that produce legal or similarly
46 significant effects concerning the consumer.

47 b. A controller that has lawfully obtained personal data about a
48 consumer from a source other than the consumer shall be deemed in

1 compliance with a consumer’s request to delete such data pursuant
2 to this subsection by:

3 (1) retaining a record of the deletion request and the minimum
4 data necessary for the purpose of ensuring the consumer’s personal
5 data remains deleted from the controller’s records and not using
6 such retained information for any other purpose pursuant to the
7 provisions of P.L. , c. (C.) (pending before the Legislature
8 as this bill); or

9 (2) deleting such personal data.⁵

10

11 ⁵8. a. A consumer may designate another person to serve as the
12 consumer’s authorized agent and act on the consumer’s behalf to
13 opt out of the processing and sale of the consumer’s personal data.
14 A consumer may designate an authorized agent using technology,
15 including a link to an Internet website, an Internet browser setting
16 or extension, or a global setting on an electronic device, that allows
17 the consumer to indicate the consumer’s intent to opt-out of the
18 collection and processing for the purpose of any sale of data or for
19 the purpose of targeted advertising or for profiling in furtherance of
20 decisions that produce legal or similarly significant effects
21 concerning a consumer. A controller shall comply with an opt-out
22 request received from an authorized agent under this subsection if
23 the controller is able to verify, with commercially reasonable effort,
24 the identity of the consumer and the authorized agent’s authority to
25 act on the consumer’s behalf.

26 b. (1) Beginning not later than four months following the
27 effective date of P.L. , c. (C.) (pending before the
28 Legislature as this bill), a controller that processes personal data for
29 purposes of targeted advertising, the sale of personal data, or
30 profiling in furtherance of decisions that produce legal or similarly
31 significant effects concerning a consumer shall allow consumers to
32 exercise the right to opt-out of such processing through a user-
33 selected universal opt-out mechanism.

34 (2) The platform, technology, or mechanism shall:

35 (a) not permit its manufacturer to unfairly disadvantage another
36 controller;

37 (b) not make use of a default setting that opts-in a consumer to
38 the processing or sale of personal data, unless the controller has
39 determined that the consumer has selected such default setting and
40 the selection clearly represents the consumer’s an affirmative,
41 freely given, and unambiguous choice to opt-out of any processing
42 of such consumer’s personal data pursuant to P.L. , c. (C.)
43 (pending before the Legislature as this bill);

44 (c) be consumer-friendly, clearly described, and easy to use by
45 the average consumer;

46 (d) be as consistent as possible with any other similar platform,
47 technology, or mechanism required by any federal or state law or
48 regulation; and

1 (e) enable the controller to accurately determine whether the
2 consumer is a resident of this State and whether the consumer has
3 made a legitimate request to opt out of the processing of personal
4 data for the purposes of any sale of such consumer's personal data
5 or targeted advertising; and

6 (3) Controllers shall inform consumers about the opt-out choices
7 available under P.L. , c. (C.) (pending before the
8 Legislature as this bill).

9 c. The Division of Consumer Affairs in the Department of Law
10 and Public Safety may adopt rules and regulations that detail the
11 technical specifications for one or more universal opt-out
12 mechanisms that clearly communicate a consumer's affirmative,
13 freely given, and unambiguous choice to opt out of the processing
14 of personal data pursuant to P.L. , c. (C.) (pending before
15 the Legislature as this bill), including regulations that permit the
16 controller to accurately authenticate the consumer as a resident of
17 this state and determine that the mechanism represents a legitimate
18 request to opt out of the processing of personal data pursuant to
19 P.L. , c. (C.) (pending before the Legislature as this bill).
20 The division may update the rules that detail the technical
21 specifications for the mechanisms from time to time to reflect the
22 means by which consumers interact with controllers.⁵

23
24 ⁵9. a. A controller shall:

25 (1) limit the collection of personal data to what is adequate,
26 relevant, and reasonably necessary in relation to the purposes for
27 which such data is processed, as disclosed to the consumer;

28 (2) except as otherwise provided in P.L. , c. (C.)
29 (pending before the Legislature as this bill), not process personal
30 data for purposes that are neither reasonably necessary to, nor
31 compatible with, the purposes for which such personal data is
32 processed, as disclosed to the consumer, unless the controller
33 obtains the consumer's consent;

34 (3) take reasonable measures to establish, implement, and
35 maintain administrative, technical, and physical data security
36 practices to protect the confidentiality, integrity, and accessibility of
37 personal data and to secure personal data during both storage and
38 use from unauthorized acquisition. The data security practices shall
39 be appropriate to the volume and nature of the personal data at
40 issue;

41 (4) not process sensitive data concerning a consumer without
42 first obtaining the consumer's consent, or, in the case of the
43 processing of personal data concerning a known child, without
44 processing such data in accordance with COPPA;

45 (5) not process personal data in violation of the laws of this State
46 and federal laws that prohibit unlawful discrimination against
47 consumers;

1 (6) provide an effective mechanism for a consumer to revoke the
2 consumer’s consent under this section that is at least as easy as the
3 mechanism by which the consumer provided the consumer’s
4 consent and, upon revocation of such consent, cease to process the
5 data as soon as practicable, but not later than 15 days after the
6 receipt of such request;

7 (7) not process the personal data of a consumer for purposes of
8 targeted advertising, the sale of the consumer’s personal data, or
9 profiling in furtherance of decisions that produce legal or similarly
10 significant effects concerning a consumer without the consumer’s
11 consent, under circumstances where a controller has actual
12 knowledge, or willfully disregards, that the consumer is at least 13
13 years of age but younger than 17 years of age;

14 (8) specify the express purposes for which personal data are
15 processed; and

16 (9) not conduct processing that presents a heightened risk of
17 harm to a consumer without conducting and documenting a data
18 protection assessment of each of its processing activities that
19 involve personal data acquired on or after the effective date of
20 P.L. , c. (C.) (pending before the Legislature as this bill)
21 that present a heightened risk of harm to a consumer.

22 b. Data protection assessments shall identify and weigh the
23 benefits that may flow, directly and indirectly, from the processing
24 to the controller, the consumer, other stakeholders, and the public
25 against the potential risks to the rights of the consumer associated
26 with the processing, as mitigated by safeguards that the controller
27 can employ to reduce the risks. The controller shall factor into this
28 assessment the use of de-identified data and the reasonable
29 expectations of consumers, as well as the context of the processing
30 and the relationship between the controller and the consumer whose
31 personal data will be processed. A controller shall make the data
32 protection assessment available to the Division of Consumer Affairs
33 in the Department of Law and Public Safety upon request. The
34 division may evaluate the data protection assessment for
35 compliance with the duties contained in this section and with other
36 laws. Data protection assessments shall be confidential and exempt
37 from public inspection under P.L.1963 c.3 (C.47:1A-1 et al.). The
38 disclosure of a data protection assessment pursuant to a request
39 from the division under this section shall not constitute a waiver of
40 any attorney-client privilege or work-product protection that might
41 otherwise exist with respect to the assessment and any information
42 contained in the assessment.

43 c. For the purposes of this section, “heightened risk” includes:

44 (1) processing personal data for purposes of targeted advertising
45 or for profiling if the profiling presents a reasonably foreseeable
46 risk of: unfair or deceptive treatment of, or unlawful disparate
47 impact on, consumers; financial or physical injury to consumers; a
48 physical or other intrusion upon the solitude or seclusion, or the

1 private affairs or concerns, of consumers if the intrusion would be
2 offensive to a reasonable person; or other substantial injury to
3 consumers;

4 (2) selling personal data; and

5 (3) processing sensitive data.⁵

6
7 ⁵10. Nothing in P.L. _____, c. _____ (C. _____) (pending before the
8 Legislature as this bill) shall apply to:

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

17 b. a financial institution or an affiliate of a financial institution
18 that is subject to Title V of the federal "Gramm-Leach-Bliley Act,"
19 15 U.S.C. s.6801 et seq., and the rules and implementing
20 regulations promulgated thereunder;

21 c. the secondary market institutions identified in
22 15 U.S.C. s.6809(3)(D) and 12 C.F.R. s.1016.3(l)(3)(iii);

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

25 e. the sale of a consumer's personal data by the New Jersey
26 Motor Vehicle Commission that is permitted by the federal
27 "Drivers' Privacy Protection Act of 1994," 18 U.S.C. s.2721 et seq.;

28 f. personal data collected, processed, sold, or disclosed by a
29 consumer reporting agency, as defined in 15 U.S.C. s.1681a(f), if
30 the collection, processing, sale, or disclosure of the personal data is
31 limited, governed, and collected, maintained, disclosed, sold,
32 communicated, or used only as authorized by the federal "Fair
33 Credit Reporting Act," 15 U.S.C. s.1681 et seq., and implementing
34 regulations;

35 g. any State agency as defined in section 2 of P.L.1971, c.182
36 (C.52:13D-13), any political subdivision, and any division, board,
37 bureau, office, commission, or other instrumentality created by a
38 political subdivision; or

39 h. personal data that is collected, processed, or disclosed, as
40 part of research conducted in accordance with the Federal Policy for
41 the protection of human subjects pursuant to 45 C.F.R. Part 46 or
42 the protection of human subjects pursuant to 21 C.F.R. Parts 50 and
43 56.⁵

44
45 ⁵11. Nothing in P.L. _____, c. _____ (C. _____) (pending before the
46 Legislature as this bill) shall require an operator to:

47 a. re-identify de-identified data;

1 b. collect, retain, use, link, or combine personal data
2 concerning a consumer that it would not otherwise collect, retain,
3 use, link, or combine in the ordinary course of business.⁵

4
5 ⁵12. a. Nothing in P.L. , c. (C.) (pending before the
6 Legislature as this bill) shall be construed to restrict a controller's
7 or processor's ability to:

8 (1) comply with federal or State law or regulations;

9 (2) comply with a civil, criminal or regulatory inquiry,
10 investigation, subpoena or summons by federal, State, municipal or
11 other governmental authorities;

12 (3) cooperate with law enforcement agencies concerning conduct
13 or activity that the controller or processor reasonably and in good
14 faith believes may violate federal, State or municipal ordinances or
15 regulations;

16 (4) investigate, establish, exercise, prepare for or defend legal
17 claims;

18 (5) provide a product or service specifically requested by a
19 consumer;

20 (6) perform under a contract to which a consumer is a party,
21 including fulfilling the terms of a written warranty;

22 (7) take steps at the request of a consumer prior to entering into a
23 contract;

24 (8) take immediate steps to protect an interest that is essential for
25 the life or physical safety of the consumer or another individual,
26 and where the processing cannot be manifestly based on another
27 legal basis;

28 (9) prevent, detect, protect against or respond to security
29 incidents, identity theft, fraud, harassment, malicious or deceptive
30 activities or any illegal activity, preserve the integrity or security of
31 systems or investigate, report or prosecute those responsible for any
32 such action;

33 (10) engage in public or peer-reviewed scientific or statistical
34 research in the public interest that adheres to all other applicable
35 ethics and privacy laws and is approved, monitored and governed
36 by an institutional review board that determines, or similar
37 independent oversight entities that determine,

38 (a) whether the deletion of the information is likely to provide
39 substantial benefits that do not exclusively accrue to the controller,

40 (b) the expected benefits of the research outweigh the privacy
41 risks, and

42 (c) whether the controller has implemented reasonable
43 safeguards to mitigate privacy risks associated with research,
44 including any risks associated with re-identification;

45 (11) assist another controller, processor, or third party with any
46 of the obligations under P.L. , c. (C.) (pending before the
47 Legislature as this bill); or

1 (12) personal data for reasons of public interest in the area of
2 public health, community health, or population health, but solely to
3 the extent that such processing is

4 (a) subject to suitable and specific measures to safeguard the
5 rights of the consumer whose personal data is being processed, and

6 (b) under the responsibility of a professional subject to
7 confidentiality obligations under federal, State or local law.

8 b. The obligations imposed on controllers or processors under
9 P.L. , c. (C.) (pending before the Legislature as this bill)
10 shall not restrict a controller's or processor's ability to collect, use or
11 retain data for internal use to:

12 (1) conduct internal research to develop, improve, or repair
13 products, services, or technology;

14 (2) effectuate a product recall;

15 (3) identify and repair technical errors that impair existing or
16 intended functionality; or

17 (4) perform internal operations that are reasonably aligned with
18 the expectations of the consumer or reasonably anticipated based on
19 the consumer's existing relationship with the controller, or are
20 otherwise compatible with processing data in furtherance of the
21 provision of a product or service specifically requested by a
22 consumer or the performance of a contract to which the consumer is
23 a party. Personal data collected, used, or retained pursuant to this
24 subsection shall, where applicable, take into account the nature and
25 purpose or purposes of such collection, use or retention. Such data
26 shall be subject to reasonable administrative, technical, and physical
27 measures to protect the confidentiality, integrity, and accessibility
28 of the personal data and to reduce reasonably foreseeable risks of
29 harm to consumers relating to such collection, use, or retention of
30 personal data.

31 c. The obligations imposed on controllers or processors under
32 P.L. , c. (C.) (pending before the Legislature as this bill)
33 shall not apply where compliance by the controller or processor
34 with the provisions of law would violate an evidentiary privilege
35 under the laws of this State. Nothing in P.L. , c. (C.)
36 (pending before the Legislature as this bill) shall be construed to
37 prevent a controller or processor from providing personal data
38 concerning a consumer to a person covered by an evidentiary
39 privilege under the laws of the State as part of a privileged
40 communication.

41 d. Personal data that are processed by a controller pursuant to an
42 exception provided by this section:

43 (1) shall not be processed for any purpose other than a purpose
44 expressly listed in this section; and

45 (2) shall be processed solely to the extent that the processing is
46 necessary, reasonable, and proportionate to the specific purpose or
47 purposes listed in this section.

1 e. If a controller processes personal data pursuant to an
2 exemption in this section, the controller bears the burden of
3 demonstrating that such processing qualifies for the exemption and
4 complies with the requirements in this section.

5 f. Processing personal data for the purposes expressly identified
6 in this section shall not solely make a legal entity a controller with
7 respect to such processing if such entity would not otherwise meet
8 the definition of a controller.⁵

9
10 ⁵13. a. Controllers and processors shall meet their respective
11 obligations established under P.L. , c. (C.) (pending before
12 the Legislature as this bill).

13 b. Processors shall adhere to the instructions of the controller
14 and assist the controller to meet its obligations under this act.
15 Taking into account the nature of processing and the information
16 available to the processor, the processor shall assist the controller
17 by:

18 (1) taking appropriate technical and organizational measures,
19 insofar as possible, for the fulfillment of the controller's obligation
20 to respond to consumer requests to exercise their rights under this
21 act;

22 (2) helping to meet the controller's obligations in relation to the
23 security of processing the personal data and in relation to
24 notification of a breach of the security of the system; and

25 (3) providing information to the controller necessary to enable
26 the controller to conduct and document any data protection
27 assessments required by section 9 of P.L. , c. (C.)
28 (pending before the Legislature as this bill). The controller and
29 processor are each responsible for only the measures allocated to
30 them.

31 c. Notwithstanding the instructions of the controller, a
32 processor shall:

33 (1) ensure that each person processing the personal data is
34 subject to a duty of confidentiality with respect to the data; and

35 (2) engage a subcontractor pursuant to a written contract in
36 accordance with subsection e. of this section that requires the
37 subcontractor to meet the obligations of the processor with respect
38 to the personal data.

39 d. Taking into account the context of processing, the controller
40 and the processor shall implement appropriate technical and
41 organizational measures to ensure a level of security appropriate to
42 the risk and establish a clear allocation of the responsibilities
43 between them to implement the measures.

44 e. Processing by a processor shall be governed by a contract
45 between the controller and the processor that is binding on both
46 parties and that sets forth:

47 (1) the processing instructions to which the processor is bound,
48 including the nature and purpose of the processing;

- 1 (2) the type of personal data subject to the processing, and the
2 duration of the processing;
- 3 (3) the requirements imposed by this subsection and subsections
4 c. and d. of this section; and
- 5 (4) the following requirements:
- 6 (a) At the discretion of the controller, the processor shall delete
7 or return all personal data to the controller as requested at the end of
8 the provision of services, unless retention of the personal data is
9 required by law;
- 10 (b) (i) The processor shall make available to the controller all
11 information necessary to demonstrate compliance with the
12 obligations in this act; and
- 13 (ii) The processor shall allow for, and contribute to, reasonable
14 assessments and inspections by the controller or the controller's
15 designated assessor. Alternatively, the processor may, with the
16 controller's consent, arrange for a qualified and independent
17 assessor to conduct, at least annually and at the processor's expense,
18 an assessment of the processor's policies and technical and
19 organizational measures in support of the obligations under this act
20 using an appropriate and accepted control standard or framework
21 for the assessment as applicable. The processor shall provide a
22 report of the assessment to the controller upon request.
- 23 f. In no event may a contract relieve a controller or a processor
24 from the liabilities imposed on them by virtue of its role in the
25 processing relationship as defined by P.L. , c. (C.)
26 (pending before the Legislature as this bill).
- 27 g. Determining whether a person is acting as a controller or
28 processor with respect to a specific processing of data shall be a
29 fact-based determination that depends upon the context in which
30 personal data are to be processed. A person that is not limited in its
31 processing of personal data pursuant to a controller's instructions, or
32 that fails to adhere to the instructions, shall be deemed a controller
33 and not a processor with respect to a specific processing of data. A
34 processor that continues to adhere to a controller's instructions with
35 respect to a specific processing of personal data shall remain a
36 processor. If a processor begins, alone or jointly with others,
37 determining the purposes and means of the processing of personal
38 data, it shall be deemed a controller with respect to the processing.⁵
- 39
- 40 ⁵14. a. It shall be an unlawful practice and violation of
41 P.L.1960, c.39 (C.56:8-1 et seq.) for a controller to violate the
42 provisions of P.L. , c. (C.) (pending before the Legislature
43 as this bill).
- 44 b. Until the first day of the 18th month next following the
45 effective date of P.L. , c. (C.) (pending before the
46 Legislature as this bill), prior to bringing an enforcement action
47 before an administrative law judge or a court of competent
48 jurisdiction in this State, the Division of Consumer Affairs in the

1 Department of Law and Public Safety shall issue a notice to the
2 controller if a cure is deemed possible. If the operator controller
3 fails to cure the alleged violation of P.L. , c. (C.) (pending
4 before the Legislature as this bill) within 30 days after receiving
5 notice of alleged noncompliance from the division, such
6 enforcement action may be brought.⁵

7
8 ⁵15. The Director of the Division of Consumer Affairs in the
9 Department of Law and Public Safety shall promulgate rules and
10 regulations, pursuant to the “Administrative Procedure Act,”
11 P.L.1968, c.410 (C.52:14B-1 et seq.), necessary to effectuate the
12 purposes of P.L. , c. (C.) (pending before the Legislature as
13 this bill).⁵

14
15 ⁵16. The Office of the Attorney General shall have sole and
16 exclusive authority to enforce a violation of P.L. , c. (C.)
17 (pending before the Legislature as this bill). Nothing in
18 P.L. , c. (C.) (pending before the Legislature as this bill)
19 shall be construed as providing the basis for, or subject to, a private
20 right of action for violations of P.L. , c. (C.) (pending before
21 the Legislature as this bill) or under any other law.⁵

22
23 ⁵17. This act shall take effect on the 365th day following the date
24 of enactment, except that the Director of the Division of Consumer
25 Affairs may take any anticipatory administrative action in advance as
26 shall be necessary for the implementation of this act.⁵