

[Second Reprint]

ASSEMBLY, No. 4101

STATE OF NEW JERSEY

221st LEGISLATURE

INTRODUCED APRIL 4, 2024

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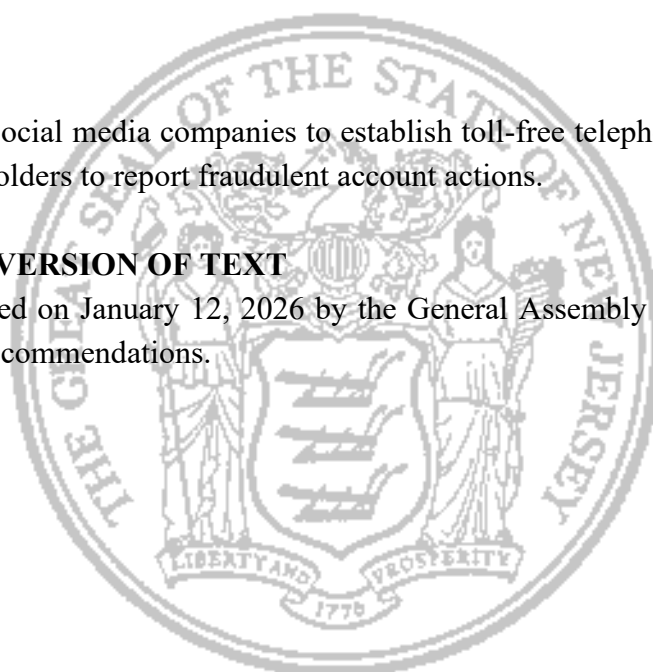
**Assemblymen Sampson, Karabinchak, Assemblywoman Lopez, Senators
Gopal and Amato**

SYNOPSIS

Requires social media companies to establish toll-free telephone number for NJ account holders to report fraudulent account actions.

CURRENT VERSION OF TEXT

As amended on January 12, 2026 by the General Assembly pursuant to the Governor's recommendations.



(Sponsorship Updated As Of: 12/18/2025)

1 AN ACT requiring social media companies to establish ²**[a toll-free**
2 telephone number] certain 24-hour account support² and
3 supplementing Title 56 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 ¹**[P.L. , c. (C.) (pending before the**
9 Legislature as this bill)] this act¹ :

10 “New Jersey account holder” means a New Jersey resident who
11 has or who creates a social media account on a social media platform.

12 “Social media account” means a profile created by a person on a
13 social media platform, which contains personal information, including
14 name, phone number, email, or other identifying information.

15 “Account” also includes a profile created by a person that only
16 contains pictures or videos that the person owns and shares.

17 “Social media company” means a person, business, or other legal
18 entity and its agents, assignees, or representatives that provides or
19 operates a social media platform with at least five million account
20 holders worldwide.

21 “Social media platform” or “platform” means a public or
22 semipublic ¹**[internet-based]** Internet-based¹ service or application
23 that has users in this State, which service or application: (1) allows
24 users to construct a public or semipublic social media account for the
25 purposes of using the platform, populate a list of other users with
26 whom the user shares a social connection through the platform, and
27 post content viewable by other users of the platform; and (2) is
28 designed to connect users within the platform to facilitate social
29 interactions, except that a service or application that provides email or
30 direct messaging services shall not be considered to meet this criterion
31 solely based on the existence of that functionality. “Social media
32 platform” shall not include an Internet-based service or application for
33 which interactions between users are solely related to the provision of
34 direct messages, commercial and financial transactions, peer-to-peer
35 payments, consumer engagement around products, product reviews,
36 sellers, services, events, or places, or any combination thereof ¹, or an
37 online service, application, or website that consists primarily of news,
38 sports, entertainment, or other information or content that is not user
39 generated but is preselected by the provider and for which any chat,
40 comments, or interactive functionality is incidental to, directly related
41 to, or dependent on the provision of the content¹ .

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:

¹Assembly AHU committee amendments adopted February 13, 2025.

²Assembly amendments adopted in accordance with Governor's
recommendations January 12, 2026.

1 2. a. A social media company shall make available to New
2 Jersey account holders a 24-hour ²["toll-free telephone number by
3 which an account holder may contact a live customer service
4 representative of the social media company"] authenticated digital
5 channel or mechanism² to report ²account issues concerning access
6 and² fraudulent activity on a New Jersey account holder's social
7 media account, including, but not limited to, unauthorized access
8 ²and account recovery The authenticated digital channel or
9 mechanism may include, but not be limited to, in-app forms, secure
10 help centers, dedicated security portals, AI-powered support
11 assistants, or toll-free telephone numbers The authenticated digital
12 channel or mechanism shall provide a mechanism that will allow for
13 a social media user to communicate with a live agent directly by
14 phone within a reasonable time, but in no case longer than five
15 calendar days following the user's most recent connection with the
16 authenticated digital channel or mechanism².

17 b. A social media company shall ²["publish the toll-free
18 telephone number"] inform consumers of the authenticated digital
19 channel or mechanism² made available pursuant to subsection a. of
20 this section ²["and an explanation of the purpose of the toll-free
21 telephone number,"]² on any email notifications of account security
22 sent to a New Jersey account holder and in a prominent location on
23 the homepage or help page of the social media platform.
24

25 3. It shall be an unlawful practice and a violation of P.L.1960,
26 c.39 (C.56:8-1 et seq.) for a social media company to fail to comply
27 with any provision of section 2 of ¹["P.L. , c. (C.) (pending
28 before the Legislature as this bill)"] this act¹ . Such violation shall be
29 subject to all remedies and penalties available pursuant to P.L.1960,
30 c.39 (C.56:8-1 et seq.).
31

32 4. This act shall take effect ²["immediately"] on the first day of
33 the seventh month next following enactment².