

New Jersey Consumer Privacy Act (NJCPA)

Signed into law

January 16, 2024

Effective date

January 15, 2025

Scope of application

Who must comply?

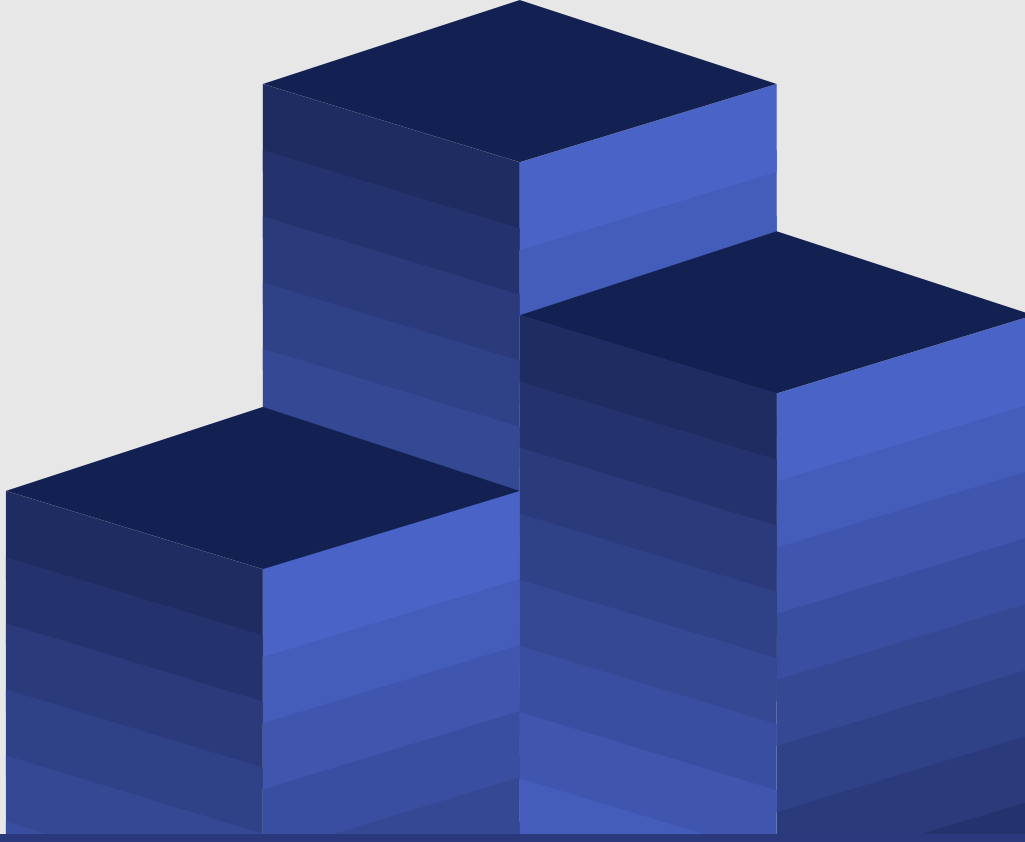
Controls or processes the data of 100,000+ consumers annually

OR

Controls or processes data of at least 25,000 consumers and derives revenue or receives a discount from selling data

Exemptions

- Government bodies
- Insurance Institutions
- Federally governed entities (e.g. GLBA)



Consumer rights

Informed

Confirm whether a controller processes personal data

Access

Request a copy of collected personal data

Correction

Rectify inaccurate information

Deletion

Request data erasure under specified conditions

Portability

Obtain data in machine-readable format

Opt-Out

Targeted advertising, data sales, or profiling

Organizations have 45 days to respond, with an optional 45-day extension.

Compliance obligations

Privacy notices

Disclose categories, purposes, sharing practices, and consumer rights mechanisms

Data security

Implement robust safeguards

Data minimization

Limit collection to essential purposes

Data protection assessments

Mandatory for high-risk activities like profiling, targeted advertising, selling data, sensitive data handling

Vendor management

Enforce contractual compliance with NJCPA standards

Enforcement and penalties

Authority

New Jersey Attorney General

Cure period

30 days to rectify violations after notification. Cure Period ends July 15, 2026.

Penalties

Up to \$10,000 per violation, up to \$20,000 for repeat offenses.