


Privacy Bingo

State Privacy Law Edition

New Jersey Data Privacy Act (NJDPDA)

B I N G O				
SCOPE	CONSUMER RIGHTS	WILDCARD	OBLIGATIONS	ENFORCEMENT
Includes processing threshold	Correction	Grants rulemaking authority	Impact assessments	AG has exclusive enforcement authority
Applies to B2B data	Portability	“Sensitive data” includes biometric data	Data minimization	Defined statutory penalties
Applies to employment data	Appeal		Non-discrimination	30 Day Cure Period
Entity-level GLBA exemption	Obtain list of third-party recipients	“Sale” includes money OR other valuable consideration	Security measures	Private right of action for unauthorized access
All non-profit organizations exempt	Deletion	Establishes new privacy protection agency	Recognize universal opt out signals	Enforcement actions published



Scope:

- Applies to organizations that conduct business in New Jersey or produce products or services that are targeted to New Jersey residents, and that either:
 - Control or process the personal data of at least 100,000 consumers, excluding personal data processed solely for the purpose of completing a payment transaction; or
 - Control or process the personal data of at least 25,000 consumers and derive revenue, or receive a discount on the price of any goods or services, from the sale of personal data



Effective date:

January 15, 2025



Consumer rights: Access; correction; deletion; portability; opt out of profiling; opt in to processing of sensitive data; opt out of automated decision making; opt out of sales



Controller obligations:

- Impact assessments; data minimization; purpose limitation; reasonable data security measures; non-discrimination; privacy notice



Enforcement:

- No Private Right of Action
- Right to cure within 30 days (sunsets after 18 months)