



NEW JERSEY DIVISION OF CONSUMER AFFAIRS

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Office of Consumer Protection

Alerts

Data Broker Legislation

The new data broker legislation enacted by the Legislature, P.L.2026, c.25 (<https://www.njleg.state.nj.us/bill-search/2026/A5328>), requires data brokers and data collectors to register with the Division of Consumer Affairs (DCA) on an annual basis. To implement that law, DCA must establish and maintain a public registry of data brokers and data collectors. Consistent with the law, DCA plans to launch this registry in the spring of 2027.

Until then, covered data brokers and data collectors will not be required to register under the law or to pay any registration fees. Coinciding with the launch of the public registry, the first registration period for covered data brokers and data collectors under the new law will be open from April 1, 2027 through June 30, 2027. Ahead of this registration period, DCA will provide additional guidance on how covered data brokers and data collectors can register with DCA.

In addition, the new law prohibits certain data brokers and data collectors from selling or licensing "sensitive data" as defined under the law. We understand that there may be questions about the contours of the new law. To that end, DCA intends to issue additional guidance in the coming months to provide the public with further clarity about the new law's requirements. As DCA develops this guidance, it will consider how to most effectively and fairly enforce the law, taking into account the need for businesses to have clarity about their obligations and the intrusion imposed by the sale of consumers' most sensitive information.

07/10/26

FIFA 2026 World Cup

In connection with the FIFA 2026 World Cup, Attorney General Jennifer Davenport and the Division of Consumer Affairs have issued guidance to remind businesses of their obligations under the Trafficking Victims Protection Act, which contains important information about New Jersey's statewide effort to stop human trafficking. The Division of Consumer Affairs strongly encourages you to review the letter to hotels, motels, and lodging establishments (</ocp/Documents/HT-letter-to-Hotels.pdf>) and peer-to-peer payment application providers (</ocp/Documents/HT-letter-to-Peer-to-Peer-Payment%20Apps.pdf>) and to visit www.njoag.gov/fifa (<http://www.njoag.gov/fifa>) to learn more on steps you can take right now to help.

06/11/26

Guidance for Housing Providers on Rental Application Fees

Pursuant to P.L.2025, c.405, effective May 1, 2026, rental housing application fees and similar fees are capped at \$50. The Division of Consumer Affairs (Division) has recently published guidance about the new law establishing the fee cap, which can be found [here](https://www.njoag.gov/wp-content/uploads/2026/04/2026-0413_Formatted-Guidance-for-Housing-Providers-on-Rental-Application-Fees.pdf). (https://www.njoag.gov/wp-content/uploads/2026/04/2026-0413_Formatted-Guidance-for-Housing-Providers-on-Rental-Application-Fees.pdf)

04/14/26

Supplemental Nutrition Assistance Program (SNAP) Fraud

The Division of Consumer Affairs is reminding New Jersey residents to be aware of SNAP-related fraud. Click [Here for Complete Information](https://www.njconsumeraffairs.gov/Documents/snap-fraud-alert.pdf) (<https://www.njconsumeraffairs.gov/Documents/snap-fraud-alert.pdf>)

11/04/25

Warning All Licensed Professionals About Individuals Impersonating DCA Staff

The Division of Consumer Affairs (DCA) is warning all licensed professionals about individuals impersonating DCA staff and investigators as part of an extortion scheme.

The impersonators are contacting licensees by telephone, via a phone number spoofed to appear as if you are receiving a call from your respective licensing board. The most recent calls target health care licensees by falsely advising licensees that their license has been suspended due to violations of federal drug trafficking laws. The impersonators then demand money to resolve the matter.

Please be advised that while there may be times that you may be contacted telephonically by your board or DCA's Enforcement Bureau investigator regarding a consumer complaint or a Board investigation, DCA staff will never contact you by phone to demand money or advise that your license has been suspended. DCA correspondence is sent out via email, from a DCA email address, or via regular or certified mail. Similarly, other government agencies, such as the Drug Enforcement Agency (DEA) or the Division of Criminal Justice (DCJ), will not contact you to demand money or advise that your license will be suspended if you do not cooperate with the demand for money.

Anyone receiving a telephone call from a person purporting to be any of the above-mentioned individuals seeking money should refuse the demand and report the call to DCA at AskConsumerAffairs@dca.njoag.gov (/ocp/Pages/regulations.aspx) or 973-504-6200. You may also report the call to the Division of Criminal Justice at dcjtipline@njdcj.org (<mailto:dcjtipline@njdcj.org>) or 800-277-2427, or to the Federal Trade Commission (FTC) at [ReportFraud.ftc.gov](https://www.ftc.gov/ReportFraud.ftc.gov) (<https://www.njconsumeraffairs.gov/ReportFraud.ftc.gov>).

05/22/25

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