

# New Jersey's Comprehensive Data Privacy Law Now in Effect

## Client Advisories

01.15.2025

By: Kate A. Sherlock

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New Jersey's comprehensive data privacy law goes into effect today, January 15, 2025. The law gives New Jersey consumers greater control over their data and imposes significant obligations on businesses that collect and process such data. Some of the obligations include publishing a privacy policy detailing the business's data collection, processing, and disclosure practices, providing consumers with the option to opt-out of the collection and disclosure of their information, and entering into written data processing agreements with third-party vendors that will be accessing or processing personal information. For more information about the law, please see our prior published client alerts [here](#) and [here](#). If you need assistance in evaluating your business's privacy compliance or if you have any questions or would like more information on the issues discussed in this Alert, please contact Kate Sherlock in Archer's Voorhees office at 856-673-3919 or [ksherlock@archerlaw.com](mailto:ksherlock@archerlaw.com)

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