

**SENATE, No. 3401**

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**STATE OF NEW JERSEY**

**222nd LEGISLATURE**

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INTRODUCED FEBRUARY 9, 2026

**Sponsored by:**

**Senator ANDREW ZWICKER**

**District 16 (Hunterdon, Mercer, Middlesex and Somerset)**

**SYNOPSIS**

Prohibits casino and sports wagering licensees from utilizing push notifications or text messages for promotional purposes.

**CURRENT VERSION OF TEXT**

As introduced.



1 AN ACT prohibiting casino licensees, their Internet gaming  
2 affiliates, and sports wagering licensees from utilizing certain  
3 forms of promotional advertising and supplementing P.L.2013,  
4 c.27 (C.5:12-95.17 et al.) and P.L.2018, c.33 (C.5:12A-10 et al.).  
5

6 **BE IT ENACTED** *by the Senate and General Assembly of the State*  
7 *of New Jersey:*  
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9 1. a. Notwithstanding any law, rule, or regulation to the  
10 contrary, a casino licensee or its Internet gaming affiliate shall be  
11 prohibited from initiating or sending mobile device push  
12 notifications or text message notifications, including alerts, to an  
13 Internet gaming account holder to solicit Internet gaming account  
14 wagers or deposits on any Internet gaming platform operated by the  
15 casino licensee or its Internet gaming affiliate.

16 b. For the purposes of this section, "push notification" means an  
17 automatic electronic message displayed on an Internet gaming  
18 account holder's device, when the user interface for the mobile  
19 casino licensee or its Internet gaming affiliate's platform is not  
20 actively open or visible on the device, that prompts the Internet  
21 gaming account holder to check or engage with such platform.

22 c. Any casino licensee or its Internet gaming affiliate that  
23 violates the prohibition set forth in this section shall be fined not  
24 less than \$500 per offense.

25 d. The division shall promulgate, in accordance with the  
26 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et  
27 seq.), such rules and regulations as may be necessary to carry out  
28 the provisions of this section.  
29

30 2. a. Notwithstanding any law, rule, or regulation to the  
31 contrary, a sports wagering licensee or contracted operator thereof  
32 shall be prohibited from initiating or sending mobile device push  
33 notifications or text message notifications, including alerts, to a  
34 patron to solicit sports wagers or deposits on any sport wagering  
35 platform operated by the sports wagering licensee or contracted  
36 operator thereof.

37 b. For the purposes of this section, "push notification" means an  
38 automatic electronic message displayed on a patron's device, when  
39 the user interface for the mobile sports wagering licensee or  
40 contracted operator's platform is not actively open or visible on the  
41 device, that prompts the patron to check or engage with such  
42 platform.

43 c. Any sports wagering licensee or contracted operator thereof  
44 that violates the prohibition set forth in this section shall be fined  
45 not less than \$500 per offense.

46 d. The division, in consultation with the commission, shall  
47 promulgate, in accordance with the "Administrative Procedure Act,"

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1 P.L.1968, c.410 (C.52:14B-1 et seq.), such rules and regulations as  
2 may be necessary to carry out the provisions of this section.

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4 3. This act shall take effect immediately.

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**STATEMENT**

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9 This bill prohibits casino licensees, their Internet gaming  
10 affiliates, and sports wagering licensees from utilizing push  
11 notifications or text messages for promotional purposes.

12 Under the bill, casino licensees and their Internet gaming  
13 affiliates and sports wagering licensees or their contracted  
14 operators, will be prohibited from initiating or sending mobile  
15 device push notifications or text message notifications, including  
16 alerts, to solicit betting activity to the mobile devices of patrons of  
17 such online casino or sports betting applications. The bill provides  
18 a definition of “push notification.”

19 Under the bill, violations of these prohibitions will be fined not  
20 less than \$500 per offense.