

SENATE, No. 3401

STATE OF NEW JERSEY

222nd LEGISLATURE

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*:

8

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,”

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.

3

4 3. This act shall take effect immediately.

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STATEMENT

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.

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

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