

Press Coverage | July 2, 2026

New Jersey Implements Nation's Highest Data Broker Fee

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[Matthew J. Berns](#)

[Matthew J. Berns](#), counsel in Troutman Pepper Locke's [Regulatory Investigations, Strategy + Enforcement Practice Group](#), was quoted in the July 2, 2026, *Politico Pro* article, "[New Jersey Implements Nation's Highest Data Broker Fee](#)."

Matt Berns, a former chief counsel for the New Jersey Attorney General's office and a counsel at the Troutman Pepper Locke law firm, told POLITICO he expects New Jersey will have difficulty hitting its estimated revenue because companies are likely to explore legal options to avoid paying the steep fees.

"With its new prohibition on selling sensitive data and its registration requirement for data collectors, New Jersey is now among the states with the strictest data privacy laws in the country," Berns said.

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