



IMF Ethical Charter

for Models, Brands, Agencies, Creatives & Influencers

The International Modeling Foundation exists to protect and empower all participants in the modeling industry through ethical standards, transparency, and accountability. This Charter establishes the minimum standards for all certified members.

This Ethical Charter takes effect upon acceptance and may be updated by the IMF Board. All members will be notified of significant amendments.

Core Principles and Responsibilities of IMF certified members:

1. Respect for Human Dignity

All members shall treat models with professionalism, equality, and respect regardless of age, race, gender, or background. The IMF upholds zero tolerance toward any form of sexual harassment, abuse, coercion, or discrimination based on gender, ethnicity, religion, nationality, age, sexual orientation, or physical appearance. Clear reporting mechanisms and sanctions will be in place for violations.

2. Transparency in Contracts and Compensation

All members commit to honest and transparent business practices. All booking fees, commissions, and charges must be clearly disclosed and capped according to IMF guidelines. No hidden fees or misleading terms are allowed. All contract terms must be provided in writing and in a language understood by the model.

3. Fair Working Conditions

Work hours, environments, and expectations must comply with national labor laws and international human rights standards. This includes fair labor practices, safe working environments, and inclusive representation. Members shall align with ESG principles. Special protections must be enforced for minors and vulnerable individuals.

4. Informed Consent and Privacy

All models must give informed consent for every use of their image, likeness, or personal data. Digital manipulations and AI recreations must be disclosed and approved by the model. Personal data must be handled in compliance with GDPR and applicable privacy laws.

5. Health, Safety, and Well-being

Agencies and brands shall ensure models have access to breaks, nutrition, medical assistance, and safe accommodations. Pressure to maintain unrealistic body standards is discouraged.

6. Accountability and Reporting | Whistleblower Clause

Violations of this charter must be reported through IMF's confidential compliance channel. Violations of the IMF Charter may result in sanctions, membership suspension, or public blacklisting, depending on severity. The IMF provides a complaints mechanism and will independently investigate ethical violations. Members agree to cooperate fully with such investigations. All reports will be treated with strict confidentiality. The identity of the whistleblower will not be shared without their consent, unless legally required. IMF maintains a public registry of certification status.

7. Commitment

All members of the IMF network agree to uphold this Charter in full and integrate its principles into their operations and culture. Failure to uphold this Charter may result in certification suspension or revocation. This Charter forms a binding agreement between the member and IMF.

8. Continuous Improvement

Members commit to ongoing education and improvement in ethical practices. IMF may update standards as the industry evolves.

This Charter represents core principles for all IMF community members. For certified entities, adherence is mandatory and enforceable.