



IMF Model Code of Conduct

Version 1.0 | Effective January 2025

This Code of Conduct establishes professional standards for all IMF-certified models. Adherence to these principles ensures a safe, fair, and respectful modeling industry for all participants.

1. Professional Standards

Models shall maintain the highest level of professionalism in all industry interactions. This includes arriving punctually and prepared with agreed wardrobe and documentation, treating all colleagues with respect regardless of their role, and maintaining confidentiality regarding client projects and sensitive information. Models must accurately represent their age, measurements, experience, and availability. Professional communication standards apply to all interactions, including social media, where models represent both themselves and the IMF certification.

2. Rights and Boundaries

Every model has the absolute right to refuse work that violates personal boundaries, feels unsafe, or involves unexpected nudity or suggestive content without penalty or retaliation. Models may request a support person or chaperone at any booking. No model should ever be pressured, coerced, or manipulated into accepting work conditions they are uncomfortable with. These rights are non-negotiable and protected by IMF certification standards.

3. Digital Identity and AI Protection

Models retain full ownership and control over their image, likeness, and digital identity. Any creation of digital replicas, AI-generated versions, or manipulated imagery requires explicit written consent for each specific use. Models have the right to refuse AI recreation of their likeness and must immediately report any unauthorized digital replicas or deepfakes to IMF. Compensation for digital usage must be separately negotiated and clearly documented.

4. Safeguarding and Safety Protocols

Models must never work in isolation in private residences or non-professional spaces without verified safety measures. All models under 18 require guardian consent and appropriate chaperoning according to IMF Minor Protection Protocols. Travel and accommodation arrangements must meet basic safety standards with verified addresses and emergency contacts. Any safety concerns, inappropriate behavior, or protocol violations must be reported immediately through IMF's confidential reporting system at report@modelingfoundation.org.

5. Professional Responsibilities

Models commit to honoring confirmed bookings except in cases of emergency, illness, or safety concerns. Clear communication with agencies regarding availability, restrictions, and boundaries is required. Models must respect intellectual property, honor NDAs, and maintain professional standards on social media. Misrepresentation of experience, age, or capabilities violates this code. Models shall not misuse the IMF certification mark or make false claims about certification status.

6. Zero Tolerance Violations

IMF certification will be revoked for: any form of harassment, discrimination, or abuse toward industry colleagues; knowingly participating in fraudulent contracts or misrepresentation; endangering others through substance abuse or reckless behavior on set; violation of minor protection protocols; breach of confidentiality that causes harm; retaliation against anyone reporting misconduct; criminal conduct that affects professional standing.

7. Reporting and Support

Models experiencing or witnessing violations of this code should report through IMF's confidential channels: report@modelingfoundation.org or through the secure form on our website. Reports are investigated independently with full confidentiality. Retaliation against reporters is strictly prohibited and will result in immediate certification suspension.



8. Ongoing Commitment

This Code of Conduct represents minimum standards. Models are encouraged to exceed these standards and contribute to positive industry change. IMF may update these standards as the industry evolves. All certified models will be notified of significant changes.

Acceptance

This Code represents core principles for all IMF-certified models. By accepting these terms, you commit to upholding these standards throughout your certification period.

For digital acceptance: Agreement via checkbox constitutes acceptance of these terms.

