STATE OF NEW YORK

823

2025-2026 Regular Sessions

IN SENATE

(Prefiled)

January 8, 2025

Introduced by Sen. HOYLMAN-SIGAL -- read twice and ordered printed, and when printed to be committed to the Committee on Rules

AN ACT to amend the labor law, in relation to model management companies and model management groups; and to amend a chapter of the laws of 2024 amending the labor law relating to enacting the New York state fashion workers act, as proposed in legislative bills numbers S. 9832 and A. 5631-E, in relation to the effectiveness thereof

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. Sections 1031, 1032, 1033, 1034, 1035, 1037 and 1038 of the labor law, as added by a chapter of the laws of 2024 amending the labor law relating to enacting the New York state fashion workers act, as proposed in legislative bills numbers S. 9832 and A. 5631-E, is amended to read as follows:

§ 1031. Definitions. As used in this article:

1. "Client" means a [~~retail store, a manufacturer, a clothing designer, an advertising agency, a photographer, a publishing company or any other such~~] person or entity that [~~receives~~] **contracts for and manages the performance of** modeling services from a model **or model management company**, directly or through intermediaries.

2. "Model" means an individual[~~, regardless of the individual's status as an independent contractor or employee,~~] who**, in the course of such individual's trade, occupation or profession,** performs modeling services [~~for a client and/or model management company or who provides showroom, parts, or fit modeling services~~]**, regardless of the individual's status as an employee or independent contractor**.

3. **(a)** "Model management company" means any person or entity, other than a person or entity licensed as an employment agency under article eleven of the general business law, that:

EXPLANATION--Matter in *italics* (underscored) is new; matter in brackets [-] is old law to be omitted.

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[~~(a)~~] (i) is in the business of managing models participating in entertainments, exhibitions or performances;

[~~(b)~~] (ii) procures or attempts to procure, for a fee, employment or engagements for persons seeking employment or engagements as models; or

[~~(c)~~] (iii) renders vocational guidance or counseling services to models for a fee.

(b) Model managing shall not include direct engagement of a model who is not represented by an agency or management company for use of models in a campaign or shoot.

4. **"Model management group" means two or more model management companies that are majority owned by the same ultimate parent, entity or persons. A model management group may satisfy any reporting and financial requirements of this article on a consolidated basis. As a condition of registration as a model management group, each company that is a member of the group shall guarantee payment of all financial obligations of each other member.**

5. "Modeling services" means the appearance by a model in photographic sessions or the engagement of a model in live runway, live, filmed, or taped performances, including on social media platforms, requiring the model to pose, provide an example or standard of artistic expression or to be a representation to show the construction or appearance of some thing or place for purposes of display or advertising, including the provisions of castings, fittings, photoshoots, showroom, parts or fit modeling services. "Modeling services" includes the use of a digital replica.

[~~5.~~] **6.** "Exclusive representation" means an agreement, or a clause contained in an agreement, entered into between a model management company and a model that restricts such model from [~~performing work for~~] **being represented by** another party not subject to such agreement for a specified period of time or in a specified geographical area, that is similar to such model's work for the model management company.

[~~6.~~] **7.** "Deal memo" means a summary written in plain language which identifies the key components of any employment, engagement, entertainment, exhibition, or performance, including but not limited to the scope of work, rate of pay, payment term, usages, incurred expenses, **including any expenses to be initially incurred by either the model management company or the model and reimbursed by the client,** and **other** expectations of the model. A deal memo shall be provided in the language requested by the model.

[~~7.~~] **8.** "Digital replica" means a significant, computer-generated or artificial intelligence-enhanced representation of a model's likeness, including but not limited to, their face, body, or voice, which substantially replicates or replaces the model's appearance or performance, excluding routine photographic edits such as color correction, minor retouching, or other standard post-production modifications.

§ 1032. Registration required. [~~A~~] **1. Except as otherwise provided in this section, a** model management company **or model management group** shall not engage in business in this state or enter into any arrangement with a client or model for the purpose of providing model management company **or model management group** services in this state unless the model management company **or model management group** is registered under this article. A model management company **or model management group** that does not comply with the provisions of this article shall not be a registered model management company **or model management group** in this state.

2. A model management company or model management group shall be exempt from the registration requirements specified in this section if such model management company or model management group:

(a) submits a properly executed request for an exemption from registration to the department;

(b) is domiciled outside this state and is licensed or registered as a model management company in another state that has requirements at least as strict as this article; and

(c) does not maintain an office in this state or solicit in any manner clients located or domiciled within this state.

§ 1033. Registration process. 1. Except as otherwise provided in this section, a model management company **or model management group** required to be registered under this article shall provide the department with information required by the department on forms that the department specifies.

2. [~~Two or more model management companies that are majority owned by the same ultimate parent, entity or persons may be registered as a model management group. A model management group may satisfy any reporting and financial requirements of this article on a consolidated basis. As a condition of registration as a model management group, each company that is a member of the group shall guarantee payment of all financial obligations of each other member.~~] At a minimum, a model management company or model management group shall provide the following information:

(a) all names under which it conducts business;

(b) the address of the principal place of business of the model management company or model management group and the address of each office it maintains in New York state;

(c) the model management company or model management group's taxpayer or employer identification number;

(d) a list by jurisdiction of each name under which the model management company or model management group has operated in the preceding five years, including any alternative names, names of predecessors and, if known, successor business entities; and

(e) in the event the model management company or the ultimate parent of a model management group is a privately or closely held company, the model management company or model management group shall file a list of all persons or entities that beneficially own a five percent or greater interest in the model management company at the time of application and a list of persons who formerly beneficially owned a five percent or greater interest in the model management company or its predecessors in the preceding five years. In the event the model management company or the ultimate parent of a model management group is a publicly traded company, the model management company or model management group shall file a list of all persons or entities that beneficially own a fifty percent or greater interest in the model management company or the ultimate parent of the model management group at the time of application.

3. Each model management company or model management group operating within this state shall [~~complete~~] **submit** its initial registration **to the department** within one year after the effective date of this article.

4. Upon application for registration, a model management company or model management group with more than five employees that either work from a location in this state or perform work relating to models in this state shall deposit with the department a surety bond in the sum of fifty thousand dollars.

5. Every model management company or model management group registered pursuant to the provisions of this article shall pay to the commissioner

a registration fee before the certificate of registration is issued. The registration fee for a model management company or model management group operating with five or less employees shall be five hundred dollars, and for a model management company or model management group operating with more than five employees, the registration fee shall be seven hundred dollars. If the application for registration is denied or withdrawn, one-half of the registration fee provided herein shall be returned to the applicant.

6. [~~A model management company shall be exempt from the registration requirements specified in this section if such model management company:~~

~~(a) submits a properly executed request for an exemption from registration on a form provided by the department;~~

~~(b) is domiciled outside this state and is licensed or registered as a model management company in another state that has the same or greater requirements as this article; and~~

~~(c) does not maintain an office in this state or solicit in any manner clients located or domiciled within this state.~~

~~7. The~~] **A** registration or exemption from registration of a model management company **or model management group** shall be valid for two **calendar** years[~~; the department shall also establish a registration renewal process~~] **from the date of registration or exemption. Registrations or exemptions may be renewed not less than ninety days before the expiration date of the immediately preceding registration**.

[~~8.~~] **7.** The department shall maintain a list of model management companies **and model management groups** registered under this article and shall issue a certificate of registration **or a certificate of exemption** to each model management company **or model management group** duly registered.

[~~9.~~] **8.** The department shall prescribe forms necessary to promote the efficient administration of this section.

§ 1034. Duties of model management companies. A model management company shall:

1. be deemed to have a fiduciary duty to the models they represent and shall be required to act in good faith, with the utmost honesty and integrity, in the best interests of the models. This fiduciary duty shall encompass all aspects of the model management company's representation, including, but not limited to, negotiations, contracts, financial management, and the protection of the models' legal and financial rights;

2. conduct due diligence to ensure that any employment or engagement procured through the model management company does not pose an unreasonable risk of danger to the model. An unreasonable risk of danger shall include, but not be limited to, failing to establish and communicate a [~~zero tolerance~~] **company** policy [~~for~~] **that equals or exceeds the minimum standards provided for by existing laws that address** abuse, harassment, or any other form of inappropriate behavior **towards models represented by the model management company or model management group**;

3. use its best efforts to procure employment, engagements, entertainments, exhibitions or performances for remuneration for the models signed to the model management company **or model management group**;

4. ensure that any employment, engagement, entertainment, exhibition or performance which requires nudity or other sexually explicit material shall comply with the requirements of subdivision three of section fifty-two-c of the civil rights law, as added by chapter three hundred four of the laws of two thousand twenty;

5. provide models with written physical or digital copies of [~~the final agreements the model management company has negotiated with clients and any~~]: (a) a deal [~~memos~~] memo memorializing [~~such~~] agreements [~~at least twenty-four hours~~], which includes the remuneration and compensation such model shall be owed upon conclusion of services that the model accepts, as soon as reasonably practical prior to the commencement of a model's services [~~pertaining to each agreement~~], and (b) the final agreement negotiated with clients in relation to such booking in the language requested by the model making best efforts to sign the contract ahead of booking, provided that the final agreement shall be provided to the model within seven calendar days of the conclusion of the model's services;

6. clearly specify and seek prior written approval from the model of all items that may be initially paid for by the model management company but will ultimately be deducted from the compensation due to the model at the time of payment or settlement, together with an itemized recitation as to how each item is to be computed, provided such charges are not otherwise prohibited by this article. On a quarterly basis, a model shall also be given copies of any and all documentation held by or available to the model management company necessary to determine the validity of each charge;

7. disclose any financial relationship, contractual or otherwise, that may exist between the model management company and the client, other than the agreement relating specifically to modeling services;

8. notify former models in writing, including electronic notification, if the model management company collects royalties due to a model whom the management company no longer represents;

9. post a physical copy of the model management company's certificate of registration in a conspicuous place in the office of the model management company and a digital copy on the model management company's website;

10. include, in clear and legible type, the registration number of the model management company in any advertisement, including social media profiles for the model management company, for the purpose of the solicitation of models for the model management company and in any contract with a model or client; and

11. obtain clear written consent from the model for [~~the~~] any creation or use of a model's digital replica, detailing the scope, purpose, rate of pay, and duration of such use. This consent must be obtained separately from the representation agreement.

§ 1035. Prohibitions on model management companies. A model management company shall not:

1. require or collect any fee or deposit from a model upon the signing of, or as a condition to entering into, any contract or agreement between the model management company and the model;

2. procure any accommodation for which payment shall be provided or reimbursed by the model in any way, without providing a written disclosure of the rate charged for the accommodation to the model in advance of such model's stay at the accommodation;

3. deduct or offset from a model's payment or compensation any fee or expense, including interest, other than the agreed upon commission as set forth in the contract and any items advanced pursuant to subdivision six of section one thousand thirty-four of this article[~~. Such prohibited fees and expenses include but are not limited to website fees, accommodation fees, delivery fees, and interest on payment of the model's earnings~~];

4. advance the cost of travel or visa-related costs without informed written consent from the model;

5. require a model to sign a model management company contract that contains a term greater than three years;

6. require a model to sign a model management company contract that renews without the model's affirmative written consent;

7. impose a commission fee greater than twenty percent of the model's payment or compensation;

8. [~~take any retaliatory action against any model who files or attempts to file a complaint pursuant to this article or declines or discontinues participation in any casting or booking on account of reasonable, good faith concerns regarding an actual or potential violation of this article;~~

~~9.~~] engage in discrimination or harassment of any kind against a model because of any protected status covered under paragraph (a) of subdivision one of section two hundred ninety-six of the executive law; or

10. create, alter, or manipulate a model's digital replica using artificial intelligence without clear, conspicuous and separate written consent from the model.

§ 1037. Duties of clients. A client shall:

1. compensate models at an hourly rate at least fifty percent higher than the contracted hourly rate for any employment, engagement, entertainment, exhibition or performance that exceeds eight hours in any twenty-four hour period;

2. provide at least one thirty minute meal break for any employment, engagement, entertainment, exhibition or performance that exceeds eight hours in any twenty-four hour period;

3. only offer an employment or engagement to a model that does not pose an unreasonable risk of danger to the model. An unreasonable risk of danger shall include, but not be limited to, failure to establish and communicate a [~~zero tolerance~~] **company** policy [~~for~~] **that equals or exceeds the minimum standards provided for by existing law that addresses** abuse, harassment, or any other form of inappropriate behavior;

4. ensure that any employment, engagement, entertainment, exhibition or performance which requires nudity or other sexually explicit material shall comply with the requirements of subdivision three of section fifty-two-c of the civil rights law, as added by chapter three hundred four of the laws of two thousand twenty;

5. allow the model to be accompanied by their agent, manager, chaperone, or other representative to any employment, engagement, entertainment, exhibition or performance;

6. provide [~~adequate levels of~~] liability insurance to cover and safeguard the health and safety of models; and

7. obtain clear and conspicuous prior written consent **from the model** for any creation or use of a model's digital replica, detailing the scope, purpose, rate of pay, and duration of such use.

§ 1038. Violations, penalties and procedures. 1. Any model management company **or model management group** that has failed to comply with the registration requirements of section one thousand thirty-two of this article shall be deemed to have violated this article.

2. Any model management company **or model management group** that has failed to comply within the time specified by law with an order issued by the commissioner to comply with the registration requirements of section one thousand thirty-two of this article shall be deemed to have violated this article.

3. (a) The commissioner may impose a civil penalty upon a model management company**, model management group, or client** that has been deemed to have violated this article, for [~~no more than~~] three thousand dollars for the initial violation, and for [~~no more than~~] five thousand dollars for a second or subsequent violation.

(b) The order imposing such civil penalty may be served personally or by certified mail [~~at the last known mailing address of the person being served~~] **in accordance with section thirty-three of this chapter**. Such order shall be in writing and shall describe the nature of the violation, including reference to the provisions of subdivisions one, two and three of this section alleged to have been violated.

4. An order issued under this section shall be final and not subject to review by any court or agency unless a review is had pursuant to section one hundred one of this chapter. Provided that no proceeding for administrative or judicial review as provided in this chapter shall then be pending and the time for initiation of such proceeding shall have expired, the commissioner may file with the county clerk of the county where the person against whom the penalty has been imposed has a place of business the order of the commissioner or the decision of the industrial board of appeals containing the amount of the civil penalty. The filing of such order or decision shall have the full force and effect of a judgment duly docketed in the office of such clerk. The order or decision may be enforced by and in the name of the commissioner in the same manner, and with like effect, as that prescribed by the civil practice law and rules for the enforcement of a money judgment.

5. If any model management company has failed to comply within twenty days of an order by the commissioner to register or renew registration, the commissioner may seek to enjoin such unlawful activity, pursuant to the civil practice law and rules.

6. The attorney general may bring and maintain an action in a court of competent jurisdiction to enforce the provisions of this article when the attorney general has determined there is reasonable cause to believe that a model management company**, model management group, or client** has engaged in repeated fraudulent or illegal acts or otherwise demonstrates persistent fraud or illegality in the carrying on, conducting, or transacting of business.

7. (a) A model who is aggrieved by a violation of this article may file a complaint with the commissioner within six years after the acts alleged to have violated this article occurred. The commissioner shall prescribe the form of the complaint, which shall include, at a minimum:

(i) the name and mailing address of the model and of the person or entity alleged to have violated this article;

(ii) a statement detailing the terms of the model's contract, including a copy of such contract if available;

(iii) the model's occupation;

(iv) a statement detailing the alleged violations of this article; and

(v) a signed affirmation that all facts alleged in the complaint are true.

(b) (i) [~~Within twenty days of~~] **Upon** receiving a complaint alleging a violation of this article, the commissioner shall send the person or entity named in the complaint a written notice of complaint. The commissioner shall send such notice by certified mail **in accordance with section thirty-three of the labor law** and shall bear the cost of sending such notice.

(ii) Notice shall include:

(1) a copy of the complaint;

(2) materials of remedies available to the model for the violations of said article by the person or entity named in the complaint;

(3) materials informing the person or entity that twenty days after receiving the notice of complaint, the person or entity identified in the complaint must answer; and

(4) materials informing the person or entity that failure to respond to the complaint will create a rebuttable presumption in any civil action commenced pursuant to this article that such person or entity committed the violations alleged in the complaint.

(c) The response shall include:

(i) a written statement that the model has been paid in full and proof of such payment; [~~or~~]

(ii) a written statement that the model has not been paid in full and the reasons for the failure to provide such payment**; or**

(iii) a written statement and any proof responding to the violations alleged in the complaint.

(d) (i) [~~Within twenty days of~~] **Upon** receiving the written response, the commissioner shall send the model a copy of:

(1) the response;

(2) any enclosures submitted to the commissioner with the response; and

(3) any other information about the status of the complaint.

(ii) If the commissioner receives no response from the person or entity alleged to have violated this article to the notice of complaint within the time provided by this subdivision, then there shall be a [~~rebuttable presumption~~] **determination** that such person or entity committed the violations alleged in the complaint. The commissioner shall mail a notice of non-response to both the model and the person or entity named in the complaint by regular mail and shall include with such notice proof that the commissioner previously mailed the notice of complaint to the person or entity named in the complaint by certified mail.

8. An aggrieved model may bring and maintain an action in a court of competent jurisdiction to enforce the provisions of sections one thousand thirty-four and one thousand thirty-five of this article. A model management company **or model management group** that violates these sections shall be liable for actual damages to any model that has suffered damages due to such violation, reasonable attorneys' fees and costs, and, unless the [~~employer~~] **model management company or group** proves a good faith basis to believe that its actions were in compliance with the law, an additional amount as liquidated damages in an amount of no more than one hundred percent of the total amount of actual damages, except such liquidated damages may be up to three hundred percent if found that the actions were willful.

9. No client, model management company, or model management group shall be permitted to retaliate against a model for exercising any of such model's rights under this article, including the right to raise complaints with the client, model management company, model management group, commissioner, or attorney general. Any violation of this section shall be subject to enforcement in the same manner as prescribed in section two hundred fifteen of this chapter.

§ 2. Section 2 of a chapter of the laws of 2024 amending the labor law relating to enacting the New York state fashion workers act, as proposed in legislative bills numbers S. 9832 and A. 5631-E, is amended to read as follows:

§ 2. This act shall take effect on the one hundred eightieth day after it shall have become a law**; provided, however, that section 1032 of the labor law as added by section one of this act shall take effect one year after such effective date**. Effective immediately, the addition, amendment and/or repeal of any rule or regulation necessary for the implementation of this act on its effective date are authorized to be made and completed on or before such effective date.

§ 3. This act shall take effect immediately; provided, however, that section one of this act shall take effect on the same date and in the same manner as a chapter of the laws of 2024 amending the labor law relating to enacting the New York state fashion workers act, as proposed in legislative bills numbers S. 9832 and A. 5631-E, takes effect.