

# STATE OF NEW YORK

5631--C

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## IN ASSEMBLY

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Introduced by M. of A. REYES, KELLES, BRONSON, SILLITTI, STECK, L. ROSENTHAL, DE LOS SANTOS, AUBRY, PAULIN, GLICK, COLTON, STIRPE, CRUZ, SIMONE, EPSTEIN, GIBBS, BURGOS, TAYLOR, RAGA, WEPRIN, JEAN-PIERRE, SIMON, TAPIA, CLARK, GONZALEZ-ROJAS, MITAYNES, BRABENEC, SMITH, ALVAREZ, WALLACE, THIELE, LEVENBERG -- read once and referred to the Committee on Labor -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee -- recommitted to the Committee on Labor in accordance with Assembly Rule 3, sec. 2 -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee -- again reported from said committee with amendments, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the labor law, in relation to enacting the New York state fashion workers act

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

Section 1. The labor law is amended by adding a new article 36 to read as follows:

### ARTICLE 36

#### NEW YORK STATE FASHION WORKERS ACT

##### Section 1030. Short title.

##### 1031. Definitions.

##### 1032. Registration required.

##### 1033. Registration process.

##### 1034. Duties of model management companies.

##### 1035. Prohibitions on model management companies.

##### 1036. Power of attorney.

##### 1037. Duties of clients.

##### 1038. Prohibitions on clients.

##### 1039. Violations, penalties and procedures.

##### 1040. Other legal requirements.

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

LBD02078-07-4

1     § 1030. Short title. This article shall be known and may be cited as  
2 the "New York state fashion workers act".

3     § 1031. Definitions. As used in this article:

4     1. "Client" means a retail store, a manufacturer, a clothing designer,  
5 an advertising agency, a photographer, a publishing company or any other  
6 such person or entity that receives modeling services from a model,  
7 directly or through intermediaries.

8     2. "Model" means an individual, regardless of the individual's status  
9 as an independent contractor or employee, who performs modeling services  
10 for a client or consents in writing to the transfer of their legal right  
11 to the use of their name, portrait, picture, image, or digital replica  
12 for advertising purposes or for the purposes of trade, directly to a  
13 client or who provides showroom, parts, or fit modeling services. The  
14 term "model" shall include influencers, content creators, performing  
15 artists and other persons who perform modeling services.

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

19     (a) is in the business of managing models participating in enter-  
20 tainments, exhibitions or performances;

21     (b) procures or attempts to procure, for a fee, employment or engage-  
22 ments for persons seeking employment or engagements as models; or

23     (c) renders vocational guidance or counselling services to models for  
24 a fee.

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

34     5. "Exclusive representation" means an agreement, or a clause  
35 contained in an agreement, entered into between a model management  
36 company and a model that restricts such model from performing work for  
37 another party not subject to such agreement for a specified period of  
38 time or in a specified geographical area, that is similar to such  
39 model's work for the model management company.

40     6. "Department" means the department of labor and "commissioner" means  
41 the commissioner of labor, except that a city with a population of one  
42 million or more may, by local law, designate a city agency to enforce  
43 the provisions of this article within the jurisdiction of such city, in  
44 which case "department" shall refer to the agency designated by such  
45 local law and "commissioner" shall refer to the head of such agency.

46     7. "Deal memo" means a plain language written summary in a language  
47 the model sufficiently understands of the key terms of any employment,  
48 engagement, entertainment, exhibition, or performance, including but not  
49 limited to the scope of work, rate of pay, payment term, usages,  
50 incurred expenses, and expectations of the model.

51     8. "Digital replica" means a significant, computer-generated or arti-  
52 ficial intelligence-enhanced representation of a model's likeness,  
53 including but not limited to, their face, body, or voice, which substan-  
54 tially replicates or replaces the model's appearance or performance,  
55 excluding routine photographic edits such as color correction, minor  
56 retouching, or other standard post-production modifications.

1     § 1032. Registration required. A model management company shall not  
2 engage in business from offices in this state or enter into any arrange-  
3 ment with a person for the purpose of providing model management company  
4 services to persons in this state unless the model management company is  
5 registered under this article. No person shall use the name or title  
6 "modeling agency", "model management company", or otherwise represent  
7 that it is registered under this article unless the entity or person is  
8 registered under this article. A model management company that does not  
9 comply with the provisions of this article shall not be a registered  
10 model management company in this state.

11     § 1033. Registration process. 1. Except as otherwise provided in this  
12 section, each model management company required to be registered under  
13 this article shall provide the department with information required by  
14 the department on forms that the department specifies. At a minimum,  
15 model management companies shall provide the following information:

16         (a) all names under which it conducts business;

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

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

22         (d) a list by jurisdiction of each name under which the model manage-  
23 ment company has operated in the preceding five years, including any  
24 alternative names, names of predecessors and, if known, successor busi-  
25 ness entities; and

26         (e) in the event the model management company or the ultimate parent  
27 of a model management group is a privately or closely held company, the  
28 model management company or model management group shall file a list of  
29 all persons or entities that beneficially own a five percent or greater  
30 interest in the model management company at the time of application and  
31 a list of persons who formerly beneficially owned a five percent or  
32 greater interest in the model management company or its predecessors in  
33 the preceding five years. In the event the model management company or  
34 the ultimate parent of a model management group is a publicly traded  
35 company, the model management company or model management group shall  
36 file a list of all persons or entities that beneficially own a fifty  
37 percent or greater interest in the model management company or the ulti-  
38 mate parent of the model management group at the time of application.

39     2. Each model management company operating within this state shall  
40 complete its initial registration within one year after the effective  
41 date of this article.

42     3. Within two years of the initial registration or any renewal regis-  
43 tration, each registrant shall renew its registration by notifying the  
44 department of any changes in the information previously provided pursu-  
45 ant to this section.

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

51     5. Every person licensed under the provisions of this article to carry  
52 on the business of a model management company or model management group  
53 shall pay to the commissioner a license fee in accordance with the  
54 following schedule before such license is issued. The minimum fee for  
55 said license shall be five hundred dollars, and for a model management  
56 company or model management group operating with more than four place-

1 ment employees, seven hundred dollars, provided, however, that if the  
2 license is to run less than one year, the fee shall be two hundred fifty  
3 dollars and three hundred fifty dollars respectively, and if the license  
4 is to run less than six months, the fee shall be one hundred twenty-five  
5 dollars and one hundred seventy-five dollars respectively. For the  
6 purpose of determining the license fee which a model management company  
7 or model management group shall pay, the applicant for such license  
8 shall state in the application to the commissioner the average number of  
9 placement employees employed by the applicant's model management company  
10 or model management group during the preceding calendar year; or, in the  
11 event that the applicant has not previously conducted a model management  
12 company or model management group under the provisions of this article,  
13 he or she shall state the average number of placement employees which he  
14 or she reasonably expects will be employed by the model management  
15 company or model management group during the calendar year in which the  
16 license is issued. If the application for a license is denied or with-  
17 drawn, one-half of the license fee provided herein shall be returned to  
18 the applicant.

19 6. Two or more model management companies that are majority owned by  
20 the same ultimate parent, entity or persons may be registered as a model  
21 management group. A model management group may satisfy any reporting and  
22 financial requirements of this article on a consolidated basis. As a  
23 condition of registration as a model management group, each company that  
24 is a member of the group shall guarantee payment of all financial obli-  
25 gations of each other member.

26 7. A model management company shall be exempt from the registration  
27 requirements specified in this section if such model management company:

28 (a) submits a properly executed request for registration and exemption  
29 on a form provided by the department;

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

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

35 8. The registration and exemption of a model management company under  
36 subdivision seven of this section shall be valid for two years.

37 9. The department shall maintain a list of model management companies  
38 registered under this article and shall issue a certificate of registra-  
39 tion to each model management company duly registered.

40 10. The department may prescribe forms necessary to promote the effi-  
41 cient administration of this section.

42 § 1034. Duties of model management companies. A model management  
43 company shall:

44 1. be deemed to have a fiduciary duty to the models they represent and  
45 shall be required to act in good faith, with the utmost honesty and  
46 integrity, in the best interests of the models. This fiduciary duty  
47 shall encompass all aspects of the model management company's represen-  
48 tation, including, but not limited to, negotiations, contracts, finan-  
49 cial management, and the protection of the models' legal and financial  
50 rights;

51 2. conduct due diligence to ensure that any employment or engagement  
52 booked through the model management company does not pose an unreason-  
53 able risk of danger to the model. An unreasonable risk of danger shall  
54 include, but not be limited to, failing to establish and communicate a  
55 zero tolerance policy for abuse, harassment, or any other form of inap-  
56 propriate behavior;

1 3. use its best efforts to procure employment, engagements, enter-  
2 tainments, exhibitions or performances for a fee for models signed to  
3 the model management company;

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

9 5. provide models with physical or digital copies of the final agree-  
10 ments the model management company has negotiated with clients and deal  
11 memos memorializing such agreements, at least twenty-four hours prior to  
12 the commencement of a model's services pertaining to each agreement, in  
13 a language the model sufficiently understands;

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

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

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

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

32 10. include, in clear and legible type, the registration number of the  
33 model management company in any advertisement, including social media  
34 profiles for the model management company, for the purpose of the solic-  
35 itation of models for the model management company and in any contract  
36 with a model or client;

37 11. submit to the department a form or forms of contract to be  
38 utilized by such model management company in entering into written  
39 contracts with models for the employment or engagement of the services  
40 of such model management company by such models, and secure the approval  
41 of the department thereof, provided the department shall not withhold  
42 approval unless such proposed form of contract is unfair, unjust and  
43 oppressive to the model; and

44 12. obtain clear written consent for the creation or use of a model's  
45 digital replica, detailing the scope, purpose, rate of pay, and duration  
46 of such use. This consent must be obtained separately from the represen-  
47 tation agreement.

48 § 1035. Prohibitions on model management companies. A model management  
49 company shall not:

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

53 2. charge more than the daily fair market rate for accommodation for  
54 the model;

55 3. book any accommodation, payment of which shall be provided or reim-  
56 bursed by the model in any way, without providing a written disclosure



1 of the rate charged for the accommodation to the model in advance of  
2 such model's stay at the accommodation;

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

9 5. advance the cost of travel without informed written consent from  
10 the model;

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

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

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

17 9. take any retaliatory action against any model who files or attempts  
18 to file a complaint pursuant to this article or declines or discontinues  
19 participation in any casting or booking on account of reasonable, good  
20 faith concerns regarding an actual or potential violation of this arti-  
21 cle; or

22 10. engage in discrimination or harassment of any kind against a model  
23 because of any protected status covered under paragraph (a) of subdivi-  
24 sion one of section two hundred ninety-six of the executive law; or

25 11. create, alter, or manipulate a model's digital replica using arti-  
26 ficial intelligence without clear, conspicuous and separate written  
27 consent from the model.

28 § 1036. Power of attorney. 1. Any power of attorney agreement between  
29 a model management company and a model shall:

30 (a) be presented as an optional component of the model management  
31 company's representation agreement to which the model can opt in or out;

32 (b) not be presented as a necessary condition of entering into an  
33 agreement with the model management company;

34 (c) be subject to termination by the model at any time and for any  
35 reason;

36 (d) not violate the provisions of subdivision one of section one thou-  
37 sand thirty-four of this article; and extend only to matters directly  
38 related to the provision of modeling services, with the exclusion of the  
39 use of the model's digital replica.

40 2. Any power of attorney agreement that violates this section shall be  
41 considered void as a matter of public policy.

42 § 1037. Duties of clients. A client shall:

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

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

50 3. only offer an employment or engagement to a model that does not  
51 pose an unreasonable risk of danger to the model. An unreasonable risk  
52 of danger shall include, but not be limited to, failure to establish and  
53 communicate a zero tolerance policy for abuse, harassment, or any other  
54 form of inappropriate behavior;

55 4. ensure that any employment, engagement, entertainment, exhibition  
56 or performance which requires nudity or other sexually explicit material

1 shall comply with the requirements of subdivision three of section  
2 fifty-two-c of the civil rights law, as added by chapter three hundred  
3 four of the laws of two thousand twenty;

4 5. allow the model to be accompanied by their agent, manager, chapter-  
5 one, or other representative to any employment, engagement, enter-  
6 tainment, exhibition or performance;

7 6. provide adequate levels of liability insurance to cover and safe-  
8 guard the health and safety of models; and

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

12 § 1038. Prohibitions on clients. A client shall not:

13 1. engage in discrimination or harassment of any kind against a model  
14 because of any protected status covered under paragraph (a) of subdivi-  
15 sion one of section two hundred ninety-six of the executive law; or

16 2. create, alter, or manipulate a model's digital replica using arti-  
17 ficial intelligence without clear and conspicuous prior written consent  
18 from the model.

19 § 1039. Violations, penalties and procedures. 1. Any model management  
20 company or person purporting to be a model management company who has  
21 failed to comply with the registration requirements of section one thou-  
22 sand thirty-two of this article shall be deemed to have violated this  
23 article.

24 2. Any model management company or person purporting to be a model  
25 management company who has failed to comply within the time specified by  
26 law with an order issued by the commissioner to comply with the regis-  
27 tration requirements of section one thousand thirty-two of this article  
28 shall be deemed to have violated this article.

29 3. Any client who enters into an agreement with a model management  
30 company or person purporting to be a model management company, who is  
31 required to register, but whom the client knows or should have known has  
32 failed to register, failed to renew its registration or had its regis-  
33 tration revoked by the commissioner shall be deemed to have violated  
34 this article.

35 4. (a) The commissioner may impose a civil penalty upon a model  
36 management company, a person purporting to be a model management compa-  
37 ny, and all persons or entities that own a five percent or greater  
38 interest in the model management company, that have been deemed to have  
39 violated this article, for no more than three thousand dollars for the  
40 initial violation, and for no more than five thousand dollars for a  
41 second or subsequent violation.

42 (b) The commissioner may impose a civil penalty upon any client  
43 described in subdivision three of this section that has been deemed to  
44 have violated this article, for no more than three thousand dollars for  
45 the initial violation, and for no more than five thousand dollars for a  
46 second or subsequent violation.

47 (c) The order imposing such civil penalty may be served personally or  
48 by certified mail at the last known mailing address of the person being  
49 served. Such order shall be in writing and shall describe the nature of  
50 the violation, including reference to the provisions of subdivisions  
51 one, two and three of this section alleged to have been violated.

52 5. An order issued under this section shall be final and not subject  
53 to review by any court or agency unless a review is had pursuant to  
54 section one hundred one of this chapter. Provided that no proceeding for  
55 administrative or judicial review as provided in this chapter shall then  
56 be pending and the time for initiation of such proceeding shall have

1 expired, the commissioner may file with the county clerk of the county  
2 where the person against whom the penalty has been imposed has a place  
3 of business the order of the commissioner or the decision of the indus-  
4 trial board of appeals containing the amount of the civil penalty. The  
5 filing of such order or decision shall have the full force and effect of  
6 a judgment duly docketed in the office of such clerk. The order or deci-  
7 sion may be enforced by and in the name of the commissioner in the same  
8 manner, and with like effect, as that prescribed by the civil practice  
9 law and rules for the enforcement of a money judgment.

10 6. If any model management company or person purporting to be a model  
11 management company shall have failed to comply within twenty days of an  
12 order by the commissioner to register or renew registration, the commis-  
13 sioner may seek to enjoin such unlawful activity, pursuant to the civil  
14 practice law and rules.

15 7. A model may bring and maintain an action in a court of competent  
16 jurisdiction to enforce the provisions of this article. A model manage-  
17 ment company, person purporting to be a model management company, or  
18 client that violates this article shall be liable for actual damages to  
19 any model that has suffered damages due to such violation, reasonable  
20 attorneys' fees and costs, and, unless the employer proves a good faith  
21 basis to believe that its actions were in compliance with the law, an  
22 additional amount as liquidated damages in an amount of no more than one  
23 hundred percent of the total amount of actual damages, except such  
24 liquidated damages may be up to three hundred percent if found that the  
25 actions were willful.

26 8. The attorney general may bring and maintain an action in a court of  
27 competent jurisdiction to enforce the provisions of this article when  
28 the attorney general has determined there is reasonable cause to believe  
29 that a model management company, person purporting to be a model manage-  
30 ment company, or client has engaged in repeated fraudulent or illegal  
31 acts or otherwise demonstrates persistent fraud or illegality in the  
32 carrying on, conducting, or transacting of business.

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

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

39 (ii) a statement detailing the terms of the model's contract, includ-  
40 ing a copy of such contract if available;

41 (iii) the model's occupation;

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

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

45 (b) (i) Within twenty days of receiving a complaint alleging a  
46 violation of this article, the commissioner shall send the person or  
47 entity named in the complaint a written notice of complaint. The  
48 commissioner shall send such notice by certified mail and shall bear the  
49 cost of sending such notice.

50 (ii) The notice required by this paragraph shall:

51 (1) inform the person or entity named in the complaint that a  
52 complaint has been filed alleging violations of this article;

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

55 (3) include a copy of the complaint; and



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

5 (c) Within twenty days of receiving the notice of complaint, the  
6 person or entity identified in the complaint shall send the commissioner  
7 one of the following:

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

10 (ii) a written statement that the model has not been paid in full and  
11 the reasons for the failure to provide such payment.

12 (d) (i) Within twenty days of receiving the written response, the  
13 commissioner shall send the model a copy of:

14 (1) the response;

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

16 (3) materials informing the model that the model may bring an action  
17 in a court of competent jurisdiction; and

18 (4) any other information about the status of the complaint.

19 (ii) If the commissioner receives no response from the person or enti-  
20 ty alleged to have violated this article to the notice of complaint  
21 within the time provided by this subdivision, the commissioner shall  
22 mail a notice of non-response to both the model and the person or entity  
23 named in the complaint by regular mail and shall include with such  
24 notice proof that the commissioner previously mailed the notice of  
25 complaint to the person or entity named in the complaint by certified  
26 mail. Upon satisfying the requirements of this paragraph, the commis-  
27 sioner may close the case.

28 § 1040. Other legal requirements. Nothing in this article shall dimin-  
29 ish the rights, privileges, wages, working conditions or remedies of any  
30 employee under any applicable collective bargaining agreement.

31 § 2. This act shall take effect on the one hundred eightieth day after  
32 it shall have become a law. Effective immediately, the addition, amend-  
33 ment and/or repeal of any rule or regulation necessary for the implemen-  
34 tation of this act on its effective date are authorized to be made and  
35 completed on or before such effective date.