

CODE OF ETHICS AND RULES OF GOOD CONDUCT BETWEEN FFAM MEMBERS

Article 1

Each member agency must establish an ethical charter governing its relations with models and clients, including in particular the following provisions:

- prohibition of any inappropriate behavior or harassment of any kind ;
- fight against all forms of discrimination ;
- respect for diversity and gender equality ;
- priority given to the moral and physical health of models ;
- implementation of a designated contact person to receive complaints from models who are victims of inappropriate behavior or harassment ;
- respect for the privacy of models ;
- guarantee of the confidentiality of personal data processed in accordance with the General Data Protection Regulation (GDPR) ;
- respect for environmentally responsible practices.

Failure by an agency to comply with its ethical charter may result in the loss of its FFAM membership status.

Article 2

Relations between FFAM member agencies are governed by three essential principles:

- freedom of competition ;
- freedom of work ;
- respect for the professional code of ethics.

Each member commits to a duty of loyalty toward other members, including by refraining from disparaging clients or models, and by agreeing, in the event a model transfers from one member agency to another, to seek an amicable solution in strict compliance with the model's rights and applicable legislation.

Article 3

In the event of a commercial dispute between two FFAM member agencies, both parties undertake to engage in a preliminary conciliation phase before initiating any legal proceedings.

This conciliation phase, which shall last no more than one month (renewable once with mutual agreement), is confidential. Each party shall appoint a conciliator from among the FFAM members; these two conciliators shall in turn appoint a third conciliator from among the FFAM members, unless both parties opt for formal mediation.