

VOLUME · PROFESSIONAL BUSINESS LIBRARY

Beauty Through the Lens Media Group

Recurring-revenue media holding company — operations, legal, and compliance volume.

Business model reference and 31 document templates.
Beauty Through the Lens L.L.C. · New Jersey

BUSINESS MODEL

Positioning & revenue streams

Instead of selling only photography, the company owns multiple recurring-revenue businesses. The owner holds the asset; management and automation run daily operations.

Revenue streams

AI Headshot Studio — Automated online headshots, Corporate employee onboarding, Realtors, Attorneys, Medical professionals

Commercial Content Subscription — Monthly social media content, Product photography, AI-assisted marketing graphics

Licensing Library — Local stock photography, New Jersey landmarks, Architecture, Nature, Business imagery

Corporate Memberships — Businesses pay monthly, Includes scheduled photo sessions, Marketing images, Employee headshots

Digital Products — Lightroom presets, Photoshop actions, Photography education, Business templates

Print-on-Demand Store — Wall art, Calendars, Metal prints, Canvas, Greeting cards

Licensing to Businesses — Hotels, Hospitals, Law firms, Corporate offices, Interior designers

Monthly revenue example

AI Headshots	\$8,000.00
Memberships	\$12,000.00
Stock Licensing	\$6,000.00
Print-on-Demand	\$5,000.00
Digital Products	\$4,000.00
Corporate Contracts	\$25,000.00
Monthly revenue	\$60,000.00

Typical expenses: Payroll, Marketing, Software, Printing, Rent, Insurance.

\$20,000 – \$25,000 approximate monthly profit

Employees

- Studio Manager

- Sales Representative
- Photographer
- Editor
- Customer Service
- Bookkeeper (part-time)

Legal structure to maintain

- Existing LLC
- EIN
- Business bank account
- Operating Agreement
- General Liability Insurance
- Professional Liability Insurance
- Workers' Compensation (when required)
- Commercial Auto (if applicable)

Federal filings

- EIN (already obtained)
- IRS tax elections if desired
- Payroll registration
- Form W-4
- Form I-9
- W-2
- 1099 reporting

New Jersey filings

- Annual Report
- Employer Registration
- Sales Tax Certificate (if required)
- Payroll tax registration
- Unemployment insurance registration
- Workers' compensation compliance

Automation stack

- Online booking
- Payment collection
- Contracts and e-signatures
- Email marketing

- Customer relationship management (CRM)
- Accounting
- AI image processing
- Print fulfillment
- Customer support

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- 05. Employment Agreement — Offer terms for Studio Manager, Sales Rep, Photographer, Editor, and Customer Service roles.
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- 07. Non-Compete / Non-Solicitation Agreement — Narrow, time-limited restrictions used only where enforceable under applicable state law.

Client & commercial (2)

- 08. Client Service Agreement — Master terms for sessions, memberships, subscriptions, and AI headshot packages.
- 09. Commercial Photography Contract — Shoot-specific terms for commercial and corporate productions with usage and crew provisions.

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- 10. Photography Licensing Agreement — Stock and library licensing: scope, media, term, territory, exclusivity, and restrictions.
- 11. Model Release — Adult release granting commercial use of likeness, with optional editorial-only limitation.
- 12. Minor Model Release — Parent or guardian consent for photographing subjects under 18, with heightened safeguards.
- 13. Property Release — Owner permission to photograph and license images of a building, interior, or object.
- 14. Copyright Assignment — Full transfer of copyright in identified images to a client, used only for buyout engagements.

- 15. Copyright License Agreement — General-purpose license for digital products, presets, education, and template downloads.

Website & policies (4)

- 16. Website Terms of Service — Public terms covering accounts, orders, licensing, prohibited use, and dispute resolution.
- 17. Privacy Policy — What personal data is collected, why, who processes it, retention, and how to make requests.
- 18. Cookie Policy — Categories of cookies used, purpose, duration, and how visitors control them.
- 19. Refund Policy — Refund and cancellation rules by product line: sessions, memberships, prints, digital, licensing.

Finance & procurement (5)

- 20. Invoice Template — Standard itemized invoice layout matching the studio's letterhead and payment options.
- 21. Estimate Template — Pre-engagement quote with assumptions, validity window, and acceptance signature.
- 22. Purchase Order — Company-issued PO for equipment, print fulfillment, software, and contracted services.
- 23. Vendor Agreement — Master terms for print labs, software providers, and recurring suppliers.
- 24. Equipment Rental Agreement — Terms for renting studio gear out to clients or renting in from suppliers.

Operations & risk (3)

- 25. Office Policies — Day-to-day studio operating standards: opening, client care, scheduling, and escalation.
- 26. Safety Manual — Studio and on-location safety procedures, PPE, incident reporting, and emergency response.
- 27. Disaster Recovery Plan — Continuity for equipment loss, data loss, facility loss, key-person absence, and cyber incidents.

Compliance (4)

- 28. Data Retention Policy — How long client images, galleries, personal data, and system logs are kept and when deleted.
- 29. Record Retention Policy — Corporate, tax, payroll, insurance, and contract record schedules with storage and destruction rules.
- 30. Marketing Consent Form — Opt-in for email, SMS, testimonials, and use of client imagery in Company marketing.

- 31. HIPAA Authorization (healthcare clients only) — Patient authorization to photograph and use images — used only where a healthcare client requires it.

DOCUMENT 01 · GOVERNANCE & FORMATION

Operating Agreement

Member-managed LLC governance: ownership, distributions, management, transfer, dissolution.

OPERATING AGREEMENT OF BEAUTY THROUGH THE LENS MEDIA GROUP, LLC

A New Jersey Limited Liability Company

Effective: [DATE]

1. **FORMATION.** The Company was formed under the New Jersey Revised Uniform Limited Liability Company Act. The registered office is [ADDRESS]; the registered agent is [AGENT].

2. **PURPOSE.** To operate photography, AI imaging, content subscription, stock licensing, digital product, print-on-demand, and related media businesses, and any lawful activity.

3. MEMBERS AND UNITS.

Member: [NAME] — [100]% membership interest / [100] units.

Additional members may be admitted only by written consent of members holding a majority of units.

4. **CAPITAL.** Initial contributions are listed on Schedule A. No member is required to make additional contributions. No member earns interest on contributions.

5. **ALLOCATIONS AND DISTRIBUTIONS.** Profits and losses are allocated pro rata by units. Distributions are made at the discretion of the manager, subject to reasonable reserves for payroll, insurance, taxes, and equipment.

6. **MANAGEMENT.** The Company is [member-managed / manager-managed]. The manager may execute contracts, hire and terminate personnel, open accounts, license intellectual property, and bind the Company in the ordinary course. Actions outside the ordinary course — sale of substantially all assets, merger, new debt over \$[25,000], admission of a member — require member approval.

7. **OFFICERS AND DELEGATION.** The manager may appoint a Studio Manager and other officers and delegate day-to-day authority, consistent with the Company's goal of owner oversight rather than owner operation.

8. **BOOKS AND RECORDS.** The Company maintains books on the [accrual/cash] basis at its principal office, and provides members annual financial statements and Schedule K-1s where applicable.

9. **TAX.** The Company is treated as a [disregarded entity / partnership / S corporation] for federal tax purposes. Tax elections are made by the manager.

10. TRANSFER RESTRICTIONS. No member may transfer, pledge, or encumber units without written consent of the other members. Transfers in violation are void.

11. DISSOCIATION AND DISSOLUTION. On dissolution, assets are applied to creditors, then to member capital accounts, then pro rata by units.

12. INDEMNIFICATION. The Company indemnifies members, managers, and officers against claims arising from good-faith service, excluding fraud, willful misconduct, or knowing violation of law.

13. GENERAL. New Jersey law governs. This agreement is the entire understanding among members and may be amended only in a writing signed by all members.

MEMBER: _____ [NAME] Date: _____

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DOCUMENT 02 · GOVERNANCE & FORMATION

Corporate Resolution

Written consent authorizing an act — banking, contracts, insurance, hiring, or borrowing.

WRITTEN CONSENT / RESOLUTION OF THE MEMBERS

BEAUTY THROUGH THE LENS MEDIA GROUP, LLC

Date: [DATE]

The undersigned, constituting all members of the Company, adopt the following resolutions without a meeting:

RESOLVED, that the Company is authorized to [describe action: open a business bank account at [BANK] / enter into the [CONTRACT] with [COUNTERPARTY] / bind General Liability, Professional Liability, and Workers' Compensation coverage / engage [VENDOR] for payroll services / borrow up to \$[AMOUNT]].

RESOLVED FURTHER, that [NAME], as [Manager/Member], is authorized as the Company's authorized signatory to execute and deliver all documents and take all actions reasonably necessary to carry out the foregoing.

RESOLVED FURTHER, that all prior actions taken by the authorized signatory consistent with these resolutions are ratified and approved.

These resolutions remain in effect until revoked in writing.

MEMBER: _____ [NAME] Date: _____

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DOCUMENT 03 · PEOPLE & EMPLOYMENT

Employee Handbook

At-will employment, conduct, scheduling, equipment, client confidentiality, and NJ leave notices.

EMPLOYEE HANDBOOK — BEAUTY THROUGH THE LENS MEDIA GROUP

Revised: [DATE]

1. **WELCOME AND PURPOSE.** This handbook describes expectations and benefits. It is not an employment contract and may be changed at any time.
2. **AT-WILL EMPLOYMENT.** Employment is at will. Either the employee or the Company may end employment at any time, with or without cause or notice.
3. **EQUAL OPPORTUNITY, INCLUSION, AND ANTI-HARASSMENT.** The Company is an equal opportunity employer. Discrimination or harassment based on race, color, religion, national origin, sex, pregnancy, gender identity or expression, sexual orientation, age, disability, marital status, veteran status, genetic information, or any other protected characteristic is prohibited. Report concerns to the Studio Manager or owner; retaliation is prohibited.
4. **ROLES.** Studio Manager, Sales Representative, Photographer, Editor, Customer Service, and Bookkeeper (part-time). Job descriptions are issued separately.
5. **HOURS, SCHEDULING, AND TIMEKEEPING.** Standard studio hours are [HOURS]. Non-exempt employees must record all time worked daily. Overtime requires advance approval and is paid per federal and New Jersey law.
6. **PAY AND CLASSIFICATION.** Pay is issued [bi-weekly] by direct deposit. Employees are classified as exempt or non-exempt at hire; questions go to the Bookkeeper.
7. **TIME OFF AND LEAVE.** The Company complies with the New Jersey Earned Sick Leave Law, the New Jersey Family Leave Act, NJ Temporary Disability/Family Leave Insurance, and FMLA where applicable. Vacation accrual: [POLICY].
8. **CLIENT CONFIDENTIALITY AND IMAGES.** Client images, galleries, contact data, pricing, and unreleased campaigns are confidential. Do not post, share, repost, or use client or session imagery without written authorization. Model, minor, and property releases must be on file before any publication.
9. **EQUIPMENT AND DATA.** Cameras, lenses, lighting, drives, and software licenses are Company property. Follow the Data Retention Policy for card offloads, backups, and deletions. Personal storage of client files is prohibited.
10. **AI TOOLS.** AI headshot and retouching tools may only be used on files the Company is licensed to process, and outputs must be reviewed by an Editor before delivery.

11. STUDIO CONDUCT AND SAFETY. Follow the Safety Manual for rigging, electrical, ladders, on-location work, and minors on set. Report incidents to the Studio Manager the same day.

12. SOCIAL MEDIA. Personal posts must not imply Company endorsement or disclose client work in progress.

13. DRUG-FREE WORKPLACE, ATTENDANCE, AND DISCIPLINE. Progressive discipline is used where practical; the Company may skip steps for serious misconduct.

14. SEPARATION. Return all equipment, keys, drives, and account credentials on or before the last day.

ACKNOWLEDGMENT

I received the Employee Handbook and understand employment is at will.

Employee: _____ Date: _____

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DOCUMENT 04 · PEOPLE & EMPLOYMENT

Independent Contractor Agreement

Second shooters, editors, and stylists — scope, ABC-test independence, work-for-hire IP, 1099.

INDEPENDENT CONTRACTOR AGREEMENT

Between Beauty Through the Lens Media Group, LLC ("Company") and [CONTRACTOR] ("Contractor")

Effective: [DATE]

1. **SERVICES.** Contractor will provide [second shooting / editing / retouching / styling / assisting] as described in each Statement of Work.
2. **INDEPENDENT STATUS.** Contractor is not an employee. Contractor controls the manner and means of performance, is free from Company control as to the details of the work, performs work outside the usual course of a supervised employee role, and operates an independently established business. Contractor supplies primary equipment except where specified.
3. **FEES AND EXPENSES.** \$[RATE] per [hour/day/project], invoiced [WEEKLY/PER PROJECT], payable Net [15] days. Pre-approved expenses are reimbursed at cost.
4. **TAXES AND INSURANCE.** Contractor is responsible for all self-employment and income taxes. The Company issues Form 1099 where required. Contractor maintains its own liability insurance of at least \$[1,000,000] and workers' compensation where required, and will provide certificates on request.
5. **INTELLECTUAL PROPERTY.** All images, files, edits, and deliverables created under this agreement are works made for hire owned by the Company. To the extent any deliverable is not a work made for hire, Contractor irrevocably assigns all right, title, and interest, including copyright, to the Company, and waives moral rights to the extent permitted.
6. **PORTFOLIO USE.** Contractor may display delivered work for self-promotion only with the Company's prior written consent and only where client releases permit.
7. **CONFIDENTIALITY.** Contractor will not disclose client lists, pricing, unreleased imagery, or business processes, during or after the engagement.
8. **NON-SOLICITATION.** For [12] months after the engagement, Contractor will not solicit Company clients introduced through this engagement for competing services.
9. **TERM AND TERMINATION.** Either party may terminate on [10] days' written notice. Fees earned through termination remain payable. Sections 5–8 survive.

10. INDEMNITY AND LAW. Each party indemnifies the other for its own negligence and breach. New Jersey law governs; venue is [COUNTY] County, New Jersey.

COMPANY: _____ **CONTRACTOR:** _____

Date: _____ Date: _____

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DOCUMENT 05 · PEOPLE & EMPLOYMENT

Employment Agreement

Offer terms for Studio Manager, Sales Rep, Photographer, Editor, and Customer Service roles.

EMPLOYMENT AGREEMENT

Company: Beauty Through the Lens Media Group, LLC

Employee: [NAME] Position: [Studio Manager / Sales Representative / Photographer / Editor / Customer Service / Bookkeeper]

Start date: [DATE]

1. **DUTIES.** Employee will perform the duties of the position and other reasonable duties assigned by the Studio Manager or owner, in accordance with the Employee Handbook and Office Policies.
2. **STATUS AND SCHEDULE.** [Full-time / Part-time], classified as [exempt / non-exempt]. Standard schedule: [SCHEDULE]. Weekend and event coverage may be required with notice.
3. **COMPENSATION.** Base pay of \$[AMOUNT] per [year/hour], paid [bi-weekly]. [Sales Representative: commission of [X]% of collected new recurring revenue, paid monthly in arrears; commissions are earned only on amounts actually collected.]
4. **BENEFITS.** Eligible for [benefits]. Paid sick leave is provided per New Jersey law.
5. **AT-WILL.** Employment is at will and may be ended by either party at any time, with or without cause or notice. This agreement does not alter that status.
6. **CONFIDENTIALITY AND COMPANY PROPERTY.** Employee will sign and comply with the Company NDA and return all property, files, and credentials on separation.
7. **INTELLECTUAL PROPERTY.** All photographs, edits, presets, templates, copy, and other works created within the scope of employment are works made for hire owned by the Company; Employee assigns any residual rights to the Company.
8. **LIKENESS.** Employee consents to Company use of employee headshots and behind-the-scenes imagery for marketing during employment, revocable on written request after separation.
9. **POLICIES.** Employee agrees to the Employee Handbook, Safety Manual, Data Retention Policy, and Office Policies, as amended.
10. **LAW.** New Jersey law governs.

COMPANY: _____ **EMPLOYEE:** _____

Date: _____ Date: _____

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DOCUMENT 06 · PEOPLE & EMPLOYMENT

Non-Disclosure Agreement (NDA)

Mutual confidentiality for staff, contractors, vendors, and prospective corporate clients.

MUTUAL NON-DISCLOSURE AGREEMENT

Between Beauty Through the Lens Media Group, LLC and [PARTY]

Effective: [DATE]

1. **CONFIDENTIAL INFORMATION** means non-public information disclosed by either party, including client lists, pricing and rate cards, unreleased imagery and campaigns, session schedules, licensing terms, AI workflows and prompts, vendor terms, financials, and personal data of clients or employees.
2. **EXCLUSIONS.** Information that is public through no fault of the receiving party, already known without duty of confidence, independently developed, or rightfully received from a third party.
3. **OBLIGATIONS.** The receiving party will use Confidential Information only to evaluate or perform the parties' business relationship, protect it with at least reasonable care, and limit access to personnel with a need to know who are bound by similar obligations.
4. **COMPELLED DISCLOSURE.** Disclosure required by law is permitted with prompt notice, where lawful, so the disclosing party may seek protection.
5. **TERM.** Obligations continue for [3] years after disclosure, and indefinitely for personal data, unreleased client imagery, and trade secrets.
6. **RETURN OR DESTRUCTION.** On request, the receiving party will return or destroy Confidential Information and confirm in writing, except for routine backups held under continuing confidentiality.
7. **NO LICENSE.** No license to any copyright, image, or trademark is granted by disclosure.
8. **REMEDIES AND LAW.** Breach may cause irreparable harm; injunctive relief is available in addition to other remedies. New Jersey law governs.

PARTY A: _____ **PARTY B:** _____

Date: _____ Date: _____

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DOCUMENT 07 · PEOPLE & EMPLOYMENT

Non-Compete / Non-Solicitation Agreement

Narrow, time-limited restrictions used only where enforceable under applicable state law.

NON-COMPETITION AND NON-SOLICITATION AGREEMENT

Company: Beauty Through the Lens Media Group, LLC

Restricted Party: [NAME]

Effective: [DATE]

1. **CONSIDERATION.** Employment or engagement, access to confidential client and pricing information, and [compensation/bonus] are the consideration for these covenants.
2. **NON-SOLICITATION OF CLIENTS.** For [12] months after separation, the Restricted Party will not solicit or accept competing photography, AI headshot, content subscription, or licensing business from any Company client the Restricted Party served or learned confidential information about in the final [12] months of the relationship.
3. **NON-SOLICITATION OF PERSONNEL.** For [12] months after separation, the Restricted Party will not recruit or hire Company employees or regular contractors.
4. **LIMITED NON-COMPETITION.** For [6] months after separation, within [25] miles of [CITY], New Jersey, the Restricted Party will not own or operate a competing studio offering the same recurring-revenue services. This restriction does not bar general employment as a photographer or editor for a non-competing employer.
5. **ENFORCEABILITY AND REFORMATION.** These covenants apply only where and to the extent enforceable under applicable state law and are not applied to employees or roles where state law prohibits them. If a court finds any restriction overbroad, it shall be reformed to the maximum enforceable scope.
6. **NO EFFECT ON AT-WILL STATUS.** This agreement does not create a fixed term of employment.
7. **LAW.** New Jersey law governs, except where the Restricted Party works primarily in another state, in which case that state's limits control.

COMPANY: _____ RESTRICTED PARTY: _____

Date: _____ Date: _____

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DOCUMENT 08 · CLIENT & COMMERCIAL

Client Service Agreement

Master terms for sessions, memberships, subscriptions, and AI headshot packages.

CLIENT SERVICE AGREEMENT

Company: Beauty Through the Lens Media Group, LLC

Client: [CLIENT NAME] Effective: [DATE]

1. **SERVICES.** The Company will provide the services on the attached order or proposal, which may include portrait or commercial sessions, AI headshot packages, monthly content subscription deliverables, product photography, employee headshot days, or corporate membership sessions.
2. **SCHEDULING.** Sessions are confirmed on receipt of the deposit. Rescheduling requires [48] hours' notice; late cancellations may forfeit the deposit.
3. **FEES AND DEPOSITS.** A non-refundable retainer equal to one-third of the session total is due at booking and is applied to the balance. The balance is due [before delivery / on the invoice due date]. Card processing fees may be passed through where disclosed.
4. **RECURRING PLANS.** Memberships and content subscriptions bill monthly in advance and renew automatically until canceled with [30] days' written notice. Unused monthly deliverables do not roll over unless stated.
5. **DELIVERY.** Edited galleries are delivered within [10–15] business days for sessions and by the [5th] business day of the month for subscription content, absent delays caused by the Client.
6. **CLIENT RESPONSIBILITIES.** Provide site access, product samples, brand assets, staff scheduling for headshot days, and timely selections and approvals.
7. **LICENSE.** On payment in full, the Client receives the license stated in the Photography Licensing Agreement or the order. The Company retains copyright unless a written Copyright Assignment is executed.
8. **PORTFOLIO USE.** Unless the Client opts out in writing, the Company may display delivered work in its portfolio, website, and marketing, subject to any confidentiality terms.
9. **LIMITATION OF LIABILITY.** The Company's total liability is limited to fees paid for the affected service. Neither party is liable for indirect or consequential damages. In case of equipment failure, illness, or force majeure, the Company will reschedule or refund unearned fees.
10. **TERMINATION.** Either party may terminate for material breach not cured within [10] days of notice.

11. GENERAL. New Jersey law governs. This agreement, with the order and referenced policies, is the entire agreement.

COMPANY: _____ **CLIENT:** _____

Date: _____ Date: _____

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DOCUMENT 09 · CLIENT & COMMERCIAL

Commercial Photography Contract

Shoot-specific terms for commercial and corporate productions with usage and crew provisions.

COMMERCIAL PHOTOGRAPHY CONTRACT

Company: Beauty Through the Lens Media Group, LLC Client: [CLIENT]

Project: [PROJECT] Shoot date(s): [DATES] Location(s): [LOCATIONS]

1. PRODUCTION. Estimated [X] hours of photography covering [shot list summary]. Shot list and call sheet are attached and control the deliverables.

2. CREW AND EQUIPMENT. The Company provides photographer, assistant, lighting, and grip as itemized. Additional crew, stylists, hair and makeup, models, permits, and rentals are billed at cost plus [15]%.

3. FEES.

Creative/session fee: \$[AMOUNT]

Crew and production: \$[AMOUNT]

Post-production and retouching: \$[AMOUNT] ([X] final selects included)

Usage license: \$[AMOUNT] (see Section 6)

Retainer of one-third due at booking; balance due Net [15] after delivery.

4. OVERTIME AND CHANGES. Time beyond the estimate is billed at \$[RATE]/hour. Change requests after the shot list is locked are billed as a change order.

5. DELIVERY. Web-resolution proofs within [5] business days; final retouched files within [10] business days of selection, delivered by the Company's client gallery.

6. USAGE LICENSE. On payment in full, Client receives a [non-exclusive] license for [advertising, web, social, print collateral, trade show] in [territory] for [term]. Broadcast, out-of-home, packaging, and third-party resale require a separate license. The Company retains copyright.

7. CLIENT MATERIALS. Client warrants it holds rights to logos, products, artwork, and premises depicted, and provides property access and any needed permits.

8. RELEASES. The Company will obtain model releases for talent it books; the Client is responsible for releases from its own employees and guests unless the Company is engaged to collect them.

9. CANCELLATION. Cancellation within [72] hours of the call time incurs [50]% of the creative fee plus all committed third-party costs.

10. WEATHER AND FORCE MAJEURE. Outdoor shoots may be rescheduled once without penalty for unsafe weather.

11. LIABILITY. The Company's liability is limited to fees paid. The Company carries General Liability and Professional Liability insurance; certificates are available on request.

12. LAW. New Jersey law governs.

COMPANY: _____ **CLIENT:** _____

Date: _____ Date: _____

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DOCUMENT 10 · COPYRIGHT & RELEASES

Photography Licensing Agreement

Stock and library licensing: scope, media, term, territory, exclusivity, and restrictions.

PHOTOGRAPHY LICENSING AGREEMENT

Licensor: Beauty Through the Lens Media Group, LLC

Licensee: [LICENSEE] Effective: [DATE] License No.: [BTL-L-____]

1. LICENSED IMAGES. The image(s) identified on Schedule A (title, file name, and thumbnail).
2. GRANT. Licensor grants Licensee a [non-exclusive / exclusive], [non-transferable], [non-sublicensable] license to reproduce and display the Licensed Images.

3. SCOPE.

Permitted media: [website, social media, print collateral, interior display, editorial, packaging]

Term: [1 year / 3 years / perpetual]

Territory: [New Jersey / United States / worldwide]

Placement/quantity limits: [e.g., up to 25 interior prints at [PROPERTY]]

Credit line: [required "© Beauty Through the Lens" / not required]

4. FEE. \$[AMOUNT], due [on execution]. The license takes effect only on payment in full.
5. RESTRICTIONS. Licensee may not resell, redistribute, sublicense, or make the images available for download; use them in a defamatory, pornographic, or misleading manner; imply endorsement by depicted persons or property owners; register them as a trademark; or use them to train machine learning models without a separate written AI/data license.
6. ALTERATIONS. Cropping and color adjustment for layout are permitted. Composite or substantive alterations require written approval.
7. RESERVED RIGHTS. Licensor retains copyright and all rights not expressly granted, including the right to license the images to others under a non-exclusive grant.
8. RELEASES. Licensee is responsible for confirming that its intended use is within any model or property release provided. Images marked "editorial use only" may not be used commercially.
9. WARRANTY AND INDEMNITY. Licensor warrants it holds the rights to grant this license. Licensor's liability is limited to the fee paid. Licensee indemnifies Licensor for uses outside this license.

10. TERMINATION. Unauthorized use terminates this license immediately and may incur fees of [3x] the applicable license rate, plus costs.

11. LAW. New Jersey law governs.

LICENSOR: _____ **LICENSEE:** _____

Date: _____ Date: _____

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DOCUMENT 11 · COPYRIGHT & RELEASES

Model Release

Adult release granting commercial use of likeness, with optional editorial-only limitation.

MODEL RELEASE (ADULT)

Subject: [NAME] Date of session: [DATE] Location: [LOCATION]

For good and valuable consideration, receipt of which is acknowledged, I grant Beauty Through the Lens Media Group, LLC, its licensees, successors, and assigns, the irrevocable right to photograph, record, and use my name, likeness, image, voice, and biographical information in all media now known or later developed, for advertising, promotion, stock licensing, editorial, portfolio, and commercial purposes.

I agree that:

- The Company owns all photographs and recordings and may edit, crop, retouch, composite, or use them in whole or in part, including with AI-assisted enhancement or headshot generation, provided the result is not defamatory.
- I have no right to inspect or approve the finished images, copy, or use.
- No further compensation is due to me for any use.
- I waive any claim for invasion of privacy, right of publicity, defamation, or false light arising from authorized use.

LIMITATIONS (check any that apply):

☐ Editorial use only — no advertising or endorsement use

☐ No use in [category: political, alcohol, tobacco, cannabis, healthcare condition-specific advertising]

☐ Term limited to [X] years from the session date

☐ Other: _____

I am at least 18 years old and have read and understood this release.

Signature: _____ Printed name: _____

Address: _____ Email/phone: _____

Witness: _____ Date: _____

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DOCUMENT 12 · COPYRIGHT & RELEASES

Minor Model Release

Parent or guardian consent for photographing subjects under 18, with heightened safeguards.

MINOR MODEL RELEASE (PARENT / LEGAL GUARDIAN CONSENT)

Minor: [NAME] Date of birth: [DOB] Session date: [DATE] Location: [LOCATION]

Parent / Legal Guardian: [NAME]

I am the parent or legal guardian of the minor named above and have full authority to sign this release. For good and valuable consideration, I grant Beauty Through the Lens Media Group, LLC, its licensees, successors, and assigns, the right to photograph the minor and to use the minor's likeness and image in the media and for the purposes indicated below.

PERMITTED USES (check all that apply):

- ☐ Client delivery only — no Company promotional use
- ☐ Company portfolio and website
- ☐ Company social media
- ☐ Print collateral and studio display
- ☐ Stock licensing to third parties
- ☐ AI-assisted retouching or enhancement of delivered images

SAFEGUARDS. The Company will not publish the minor's full name, school, address, or session location alongside images; will not license images for use in advertising for [alcohol, tobacco, cannabis, gambling, political, or healthcare condition-specific] campaigns; and will honor a written withdrawal of consent for future uses, though materials already printed or distributed cannot be recalled.

A parent or guardian will remain present or reachable for the duration of the session.

I release the Company from claims for invasion of privacy, right of publicity, or defamation arising from authorized use, and I confirm no further compensation is due.

Parent/Guardian signature: _____ Printed name: _____

Relationship: _____ Phone/email: _____

Witness: _____ Date: _____

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DOCUMENT 13 · COPYRIGHT & RELEASES

Property Release

Owner permission to photograph and license images of a building, interior, or object.

PROPERTY RELEASE

Property: [ADDRESS OR DESCRIPTION — building, interior, artwork, vehicle, or animal]

Owner / Authorized Agent: [NAME] Session date: [DATE]

I represent that I own or have authority to grant permission for the property described above. For good and valuable consideration, I grant Beauty Through the Lens Media Group, LLC, its licensees, successors, and assigns, the irrevocable right to photograph the property and to use, license, publish, and display the resulting images in all media for advertising, editorial, stock licensing, portfolio, and commercial purposes.

I agree that:

- The Company owns the copyright in the photographs.
- The images may be edited, cropped, composited, or enhanced, including with AI tools.
- No identifying address or occupant information will be published without my separate written consent.
- I waive any claim based on trespass, right of publicity, trade dress, or invasion of privacy arising from authorized use.

LIMITATIONS (optional):

☐ Do not identify the property by name or address

☐ Editorial use only

☐ Term limited to [X] years

☐ Other: _____

ACCESS. Permission to enter for the session was granted on the date above; the Company will comply with site safety rules and carries General Liability insurance.

Signature: _____ Printed name: _____

Title / relationship to property: _____

Date: _____

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DOCUMENT 14 · COPYRIGHT & RELEASES

Copyright Assignment

Full transfer of copyright in identified images to a client, used only for buyout engagements.

COPYRIGHT ASSIGNMENT

Assignor: Beauty Through the Lens Media Group, LLC

Assignee: [CLIENT] Effective: [DATE]

1. **ASSIGNED WORKS.** The photographs identified on Schedule A, created on [DATE(S)] for [PROJECT] (the "Works").
2. **ASSIGNMENT.** On receipt of the buyout fee of \$[AMOUNT] in full, Assignor irrevocably assigns to Assignee all right, title, and interest in the Works throughout the world, including copyright and all renewals and extensions, and the right to register copyright and to sue for past infringement.
3. **FURTHER ASSURANCES.** Assignor will execute additional documents reasonably needed to record the assignment with the U.S. Copyright Office.
4. **RETAINED PORTFOLIO LICENSE.** Assignee grants Assignor a perpetual, non-exclusive, royalty-free license to display the Works in Assignor's portfolio, website, and marketing, and to submit them to industry awards. [Strike this section if the Assignee requires a full and exclusive buyout.]
5. **RELEASES.** Assignor's model and property releases for the Works are attached where obtained. Assignee is responsible for confirming that its use is within those releases.
6. **WARRANTY.** Assignor warrants it created the Works and holds the rights assigned, free of liens, and that the Works do not knowingly infringe third-party rights. Assignor's liability is limited to the amount paid.
7. **CONDITION PRECEDENT.** This assignment is void if payment is not made in full.
8. **LAW.** New Jersey law governs.

ASSIGNOR: _____ **ASSIGNEE:** _____

Date: _____ Date: _____

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DOCUMENT 15 · COPYRIGHT & RELEASES

Copyright License Agreement

General-purpose license for digital products, presets, education, and template downloads.

COPYRIGHT LICENSE AGREEMENT (DIGITAL PRODUCTS)

Licensor: Beauty Through the Lens Media Group, LLC

Licensed products: Lightroom presets, Photoshop actions, course materials, business templates, and other downloadable files purchased from the Company.

1. **GRANT.** On purchase, Licensor grants the purchaser a perpetual, worldwide, non-exclusive, non-transferable license to use the licensed products for the purchaser's own personal and commercial photography or business work.
2. **PERMITTED.** Installing on devices owned by the purchaser; applying presets and actions to the purchaser's own client work and selling the resulting images; adapting business templates for the purchaser's own company.
3. **PROHIBITED.** Reselling, sharing, gifting, bundling, or redistributing the files; posting them to file-sharing or membership sites; claiming authorship of the underlying product; using them to create a competing preset, action, or template product; using course materials to teach a paid class without a written instructor license; using files to train machine learning models.
4. **SEATS.** One purchase covers one individual or, for a team license, up to [5] named users at one organization.
5. **UPDATES AND SUPPORT.** Minor updates are provided at no charge for [12] months. Support is provided by email at [SUPPORT EMAIL].
6. **REFUNDS.** Digital products are covered by the Company's Refund Policy; downloadable files are non-refundable once accessed except where required by law.
7. **TERMINATION.** Violation of Section 3 terminates the license immediately and requires deletion of all copies, without refund.
8. **NO WARRANTY.** Products are provided "as is." Results vary by camera, lighting, and file. Liability is limited to the purchase price.
9. **LAW.** New Jersey law governs.

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DOCUMENT 16 · WEBSITE & POLICIES

Website Terms of Service

Public terms covering accounts, orders, licensing, prohibited use, and dispute resolution.

WEBSITE TERMS OF SERVICE

Beauty Through the Lens Media Group, LLC Last updated: [DATE]

1. **ACCEPTANCE.** By using beautythroughthelens.org, client galleries, or the online store, you agree to these Terms.
2. **ELIGIBILITY AND ACCOUNTS.** You must be 18 or older to purchase. You are responsible for your account credentials and for activity under your account. Client galleries protected by a password may not be shared outside the intended household or organization.
3. **ORDERS AND PAYMENT.** Prices are in USD. Orders are accepted on payment authorization. Payments are processed by our payment providers; we do not store full card numbers. Print orders are produced by third-party labs and ship on the lab's schedule.
4. **SUBSCRIPTIONS AND MEMBERSHIPS.** Recurring plans bill monthly until canceled. You may cancel at any time in your account or by contacting us; cancellation takes effect at the end of the current billing period.
5. **CONTENT AND LICENSE.** All images, text, presets, and templates are owned by the Company or its licensors and are protected by copyright. Purchasing a print or download does not transfer copyright. Your use is governed by the Photography Licensing Agreement or Copyright License Agreement that applies to your purchase.
6. **PROHIBITED USE.** Do not scrape, bulk-download, screenshot for redistribution, remove watermarks, resell images, use images to train machine learning models, or attempt to access galleries you are not authorized to view.
7. **USER SUBMISSIONS.** Reviews and messages you submit may be published in whole or in part. Do not submit unlawful, infringing, or personal health information.
8. **THIRD-PARTY SERVICES.** The site relies on third-party payment, email, hosting, and print fulfillment providers listed in the Privacy Policy.
9. **DISCLAIMER AND LIABILITY.** The site is provided "as is." To the extent permitted by law, the Company's total liability for any claim is limited to the amount you paid for the service at issue.
10. **TERMINATION.** We may suspend accounts that violate these Terms.
11. **GOVERNING LAW AND DISPUTES.** New Jersey law governs. Disputes are resolved in the state or federal courts located in [COUNTY] County, New Jersey. Small claims remain available.

12. CHANGES. We may update these Terms; continued use after posting constitutes acceptance.

13. CONTACT. [EMAIL] · [PHONE] · [MAILING ADDRESS]

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DOCUMENT 17 · WEBSITE & POLICIES

Privacy Policy

What personal data is collected, why, who processes it, retention, and how to make requests.

PRIVACY POLICY

Beauty Through the Lens Media Group, LLC Last updated: [DATE]

This policy is maintained by Beauty Through the Lens Media Group to explain how we handle personal information on our website, client galleries, and store.

1. INFORMATION WE COLLECT.

- Contact and booking details you provide: name, email, phone, session type, preferred date and location, and message content.
- Account information for gallery and store access.
- Order information: items, amounts, shipping address, and payment status. Card details are handled by our payment processor; we do not store full card numbers.
- Imagery: photographs from sessions, and headshots submitted for AI processing.
- Technical data: IP address, device and browser type, and pages viewed.

2. HOW WE USE IT. To schedule and deliver sessions, operate galleries and memberships, process payments and print orders, send service email such as gallery-ready and invoice notices, respond to inquiries, provide support, and improve our services. Marketing email is sent only with consent and includes an unsubscribe link.

3. LEGAL BASES (where applicable). Performance of a contract, legitimate interests in operating the studio, consent for marketing, and legal obligations such as tax records.

4. SERVICE PROVIDERS. We share the minimum necessary data with hosting and database providers, our payment processor, our email delivery provider, and third-party print labs that fulfill orders. Providers are bound by contract to use data only to perform services for us. We do not sell personal information.

5. IMAGES AND AI PROCESSING. Session and headshot images are processed to produce delivered work, which may include AI-assisted retouching or headshot generation. We do not license images that identify a person for commercial use without a signed model release.

6. RETENTION. Personal data is retained per our Data Retention Policy and Record Retention Policy — generally, session files for [3] years after delivery, order and tax records for [7] years, and marketing contacts until you unsubscribe.

7. YOUR CHOICES AND RIGHTS. You may request access to, correction of, or deletion of your personal information, withdraw marketing consent, or ask us to stop using your images for

promotion. Contact [PRIVACY EMAIL]. New Jersey residents may have additional rights under the New Jersey Data Privacy Act; we honor verified requests within the time the law allows.

8. CHILDREN. We do not knowingly collect data from children under 13 online. Minor sessions are booked by a parent or guardian.

9. SECURITY. Access to galleries, orders, and admin tools is restricted by authentication and database access rules; gallery links are time-limited. No system is perfectly secure.

10. COOKIES. See our Cookie Policy.

11. CHANGES AND CONTACT. Updates are posted here with a new date. Questions: [PRIVACY EMAIL] · [MAILING ADDRESS].

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DOCUMENT 18 · WEBSITE & POLICIES

Cookie Policy

Categories of cookies used, purpose, duration, and how visitors control them.

COOKIE POLICY

Beauty Through the Lens Media Group, LLC Last updated: [DATE]

1. WHAT COOKIES ARE. Small files stored by your browser that let a site remember your session and preferences.

2. CATEGORIES WE USE.

- Strictly necessary: sign-in and gallery access sessions, cart contents, admin session, security and fraud prevention. These cannot be turned off without breaking the site.
- Functional: remembering preferences such as selected gallery view.
- Analytics (if enabled): aggregate page-view and traffic data used to improve the site.
- Payment provider cookies: set by our processor during checkout to complete and secure a transaction.

3. WHAT WE DO NOT DO. We do not use cookies to build advertising profiles or to sell personal information.

4. DURATION. Session cookies expire when you close the browser. Persistent cookies for sign-in and preferences last up to [12] months.

5. YOUR CONTROLS. Most browsers let you block or delete cookies in settings. Blocking strictly necessary cookies will prevent sign-in, gallery access, and checkout from working. Where a consent banner is shown, you may change your choice at any time via [LINK/CONTROL].

6. THIRD PARTIES. Our payment, hosting, and email providers may set cookies when you interact with their embedded components. Their policies apply to those cookies.

7. CONTACT. [PRIVACY EMAIL]

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DOCUMENT 19 · WEBSITE & POLICIES

Refund Policy

Refund and cancellation rules by product line: sessions, memberships, prints, digital, licensing.

REFUND POLICY

Beauty Through the Lens Media Group, LLC Last updated: [DATE]

SESSIONS AND RETAINERS. The booking retainer (one-third of the session total) reserves your date and is non-refundable. Reschedules with at least [48] hours' notice move the retainer once at no charge. If the Company must cancel, you receive a full refund of amounts paid or a rescheduled date, at your choice.

MEMBERSHIPS AND CONTENT SUBSCRIPTIONS. Billed monthly in advance. Cancel any time; the plan remains active through the paid period. Partial months are not refunded. Unused monthly deliverables do not carry over unless your plan says so.

AI HEADSHOT PACKAGES. Because processing begins immediately, these are non-refundable once images are generated. If the output is unusable, we will reprocess your submission once at no charge.

PRINTS AND PRINT-ON-DEMAND. Products are made to order and are not returnable for change of mind. Items damaged in transit or with a manufacturing defect are replaced at no cost when reported with photos within [14] days of delivery. Reprints for incorrect crops selected by the customer are billed at cost.

DIGITAL PRODUCTS. Presets, actions, templates, and courses are non-refundable once downloaded or accessed, except where required by law. If a file will not install, contact support and we will fix it or refund.

IMAGE LICENSES. License fees are non-refundable once the license is issued, because the grant takes effect on payment.

INVOICES AND PAYMENTS. Overpayments and duplicate charges are refunded in full to the original payment method within [10] business days of confirmation.

HOW TO REQUEST. Email [SUPPORT EMAIL] with your order number and details. Approved refunds return to the original payment method; processing fees may be retained where the processor does not return them.

CHARGEBACKS. Please contact us before disputing a charge; we will work to resolve it directly.

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DOCUMENT 20 · FINANCE & PROCUREMENT

Invoice Template

Standard itemized invoice layout matching the studio's letterhead and payment options.

INVOICE

Beauty Through the Lens Media Group, LLC

[ADDRESS] · [PHONE] · [EMAIL] · beautythroughthelens.org

Invoice number: BTL-[YYYY]-[####] Issue date: [DATE] Due date: [DATE]

Bill to: [CLIENT NAME] · [COMPANY] · [ADDRESS] · [EMAIL] · [PHONE]

Project / reference: [PROJECT]

LINE ITEMS

Description	Qty	Rate	Amount
-------------	-----	------	--------

[Portrait session — 90 minutes]	1	[\$450.00]	[\$450.00]
---------------------------------	---	------------	------------

[Additional retouching — per image]	[6]	[\$30.00]	[\$180.00]
-------------------------------------	-----	-----------	------------

[Employee headshot day — per person]	[12]	[\$75.00]	[\$900.00]
--------------------------------------	------	-----------	------------

[Image license — web + social, 1 year]	1	[\$250.00]	[\$250.00]
--	---	------------	------------

[Travel and parking]	1	[\$0.00]	[\$0.00]
----------------------	---	----------	----------

[Courtesy: expedited delivery]	1	[\$0.00]	[\$0.00]
--------------------------------	---	----------	----------

Every service performed is listed, including services provided at no charge.

Subtotal \$[1,780.00]

Discount -[\$0.00]

Sales tax [RATE]% \$[0.00]

Card processing fee (if passed through, 2.9% + \$0.30) \$[0.00]

TOTAL DUE \$[1,780.00]

Amount paid (retainer applied) -[\$593.33]

BALANCE DUE \$[1,186.67]

PAYMENT OPTIONS. Card, bank debit, or wallet at [INVOICE LINK]. Fee-free options: Zelle [HANDLE], Cash App [HANDLE], Venmo [HANDLE] — use invoice number [BTL-YYYY-####] as the memo.

TERMS. Payment due by the due date. Late balances accrue [1.5]% per month. Image licenses take effect on payment in full.

With gratitude, [OWNER NAME], Beauty Through the Lens Media Group

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DOCUMENT 21 · FINANCE & PROCUREMENT

Estimate Template

Pre-engagement quote with assumptions, validity window, and acceptance signature.

ESTIMATE

Beauty Through the Lens Media Group, LLC

[ADDRESS] · [PHONE] · [EMAIL]

Estimate number: BTL-E-[YYYY]-[####] Date: [DATE] Valid through: [DATE + 30 days]

Prepared for: [CLIENT] · [COMPANY] · [EMAIL]

Project: [PROJECT] Proposed date(s): [DATES] Location: [LOCATION]

SCOPE. [Summary of deliverables, shot count, number of employees, subscription tier, or licensing use.]

ESTIMATED CHARGES

Description	Qty	Rate	Amount
[Creative / session fee]	1	\$[____]	\$[____]
[Assistant / second shooter]	[__]	\$[____]	\$[____]
[Hair and makeup]	[__]	\$[____]	\$[____]
[Post-production, X selects]	[__]	\$[____]	\$[____]
[Usage license — media, term, territory]	1	\$[____]	\$[____]
[Travel / permits / rentals]	1	\$[____]	\$[____]
Subtotal			\$[____]
Tax [RATE]%			\$[____]
ESTIMATED TOTAL \$[____]			

ASSUMPTIONS. Estimate is based on the scope above. Overtime beyond [X] hours is \$[RATE]/hour. Third-party costs are billed at actual plus [15]%. Weather-dependent outdoor work may be rescheduled once at no charge.

DEPOSIT. One-third of the total is due at booking to reserve the date; the balance is invoiced per the Client Service Agreement.

VALIDITY. This estimate is not a contract until accepted below and a Client Service Agreement is executed.

ACCEPTED BY: _____ Title: _____ Date: _____

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DOCUMENT 22 · FINANCE & PROCUREMENT

Purchase Order

Company-issued PO for equipment, print fulfillment, software, and contracted services.

PURCHASE ORDER

Beauty Through the Lens Media Group, LLC

[ADDRESS] · [PHONE] · [AP EMAIL]

PO number: BTL-PO-[YYYY]-[####] Date: [DATE] Requested by: [NAME / ROLE]

Vendor: [VENDOR NAME] · [CONTACT] · [ADDRESS]

Ship to: [ADDRESS] Required by: [DATE]

ITEMS

Line Description / SKU Qty Unit price Extended

1 [Item] [] \$[] \$[]

2 [Item] [] \$[] \$[]

3 [Item] [] \$[] \$[]

Subtotal \$[]

Shipping \$[]

Tax \$[]

PO TOTAL \$[]

TERMS.

1. This PO number must appear on all invoices, packing slips, and correspondence; invoices without it may be returned.
2. Payment terms: Net [30] from receipt of a conforming invoice and acceptance of goods.
3. Prices are firm. Substitutions, backorders, or overages above [5]% require written approval.
4. Title and risk of loss pass on delivery to the ship-to address.
5. Goods may be inspected and rejected within [10] days of receipt.
6. Vendor warrants goods are new, conform to specification, and are free of defects for [12] months.
7. Vendor maintains insurance appropriate to the work and complies with the Vendor Agreement where one is in place.

8. New Jersey law governs.

AUTHORIZED BY: _____ Title: _____ Date: _____

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DOCUMENT 23 · FINANCE & PROCUREMENT

Vendor Agreement

Master terms for print labs, software providers, and recurring suppliers.

VENDOR AGREEMENT

Company: Beauty Through the Lens Media Group, LLC Vendor: [VENDOR]

Effective: [DATE]

1. **SERVICES AND GOODS.** Vendor will supply [print fulfillment / lab printing / software / equipment / studio services] as ordered by purchase order or online order.
2. **ORDERING.** Each purchase order incorporates this agreement. In a conflict, this agreement controls except for price, quantity, and delivery date.
3. **PRICING AND PAYMENT.** Prices per the attached rate sheet, firm for [12] months. Payment Net [30] from a conforming invoice. Vendor will not increase prices without [60] days' written notice.
4. **QUALITY AND SLA.** Vendor will meet the agreed turnaround of [X] business days and a defect rate below [2]%. Defective or damaged products are reprinted or replaced at Vendor's cost, including shipping.
5. **CLIENT DATA AND IMAGES.** Files transmitted for fulfillment are the Company's confidential property. Vendor may use them only to fill the order, will not retain them beyond [90] days, and will not use, display, sublicense, resell, or use them to train machine learning models. Vendor will notify the Company within [72] hours of any data incident affecting Company files.
6. **WHITE LABEL.** Where the Company requests, Vendor will ship blind with Company branding and no Vendor marketing inserts.
7. **INSURANCE.** Vendor maintains commercial general liability of at least \$[1,000,000] per occurrence and will name the Company as an additional insured on request.
8. **COMPLIANCE.** Vendor complies with applicable law, including labor, safety, and export requirements.
9. **TERM AND TERMINATION.** Initial term of [12] months, auto-renewing annually unless either party gives [30] days' notice. Either party may terminate for material breach uncured within [15] days.
10. **INDEMNITY AND LIABILITY.** Vendor indemnifies the Company for defects, IP infringement in Vendor materials, and Vendor negligence. Neither party is liable for consequential damages except for confidentiality breaches.
11. **LAW.** New Jersey law governs.

COMPANY: _____ **VENDOR:** _____

Date: _____ Date: _____

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DOCUMENT 24 · FINANCE & PROCUREMENT

Equipment Rental Agreement

Terms for renting studio gear out to clients or renting in from suppliers.

EQUIPMENT RENTAL AGREEMENT

Owner: [Beauty Through the Lens Media Group, LLC / VENDOR]

Renter: [NAME] Rental period: [START] to [END] Pickup/return location: [LOCATION]

1. **EQUIPMENT.** See Schedule A (item, serial number, accessories, condition at checkout, and replacement value).
2. **RENTAL FEE.** \$[AMOUNT] per [day/week], due at pickup. Late returns are billed at the daily rate plus \$[FEE] per day.
3. **SECURITY DEPOSIT.** \$[AMOUNT] or a card authorization held until inspected return.
4. **USE.** Renter will use the equipment only for its intended purpose, will not sublet or transfer it, and will keep it in a climate-controlled, secure location. Equipment may not leave [STATE/REGION] without written approval.
5. **RISK OF LOSS.** Renter bears all risk of loss, theft, or damage from pickup until return and inspection, and will pay the full replacement value listed on Schedule A for items lost, stolen, or damaged beyond repair.
6. **INSURANCE.** Renter will maintain equipment coverage of at least the total replacement value and provide a certificate naming the Owner as loss payee before pickup.
7. **INSPECTION.** Both parties inspect the equipment at checkout and return and initial Schedule A. Undisclosed damage discovered within [24] hours of return is charged to the Renter.
8. **NO WARRANTY.** Equipment is provided "as is." Owner is not liable for lost images, missed sessions, or consequential damages caused by equipment failure; Owner's liability is limited to a prorated refund of the rental fee.
9. **DEFAULT.** Owner may repossess the equipment and retain the deposit if the Renter breaches this agreement.
10. **LAW.** New Jersey law governs.

OWNER: _____ **RENTER:** _____

Driver's license / ID no.: _____

Date: _____ Date: _____

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DOCUMENT 25 · OPERATIONS & RISK

Office Policies

Day-to-day studio operating standards: opening, client care, scheduling, and escalation.

OFFICE POLICIES — STUDIO OPERATIONS

Beauty Through the Lens Media Group Revised: [DATE]

1. **HOURS AND COVERAGE.** Studio hours are [HOURS]. The Studio Manager publishes a two-week staffing schedule every [Thursday]. Someone must be reachable during posted hours.
2. **OPENING AND CLOSING.** Opening: unlock, disarm, power lighting and workstations, check the day's call sheet, confirm sessions by text. Closing: back up the day's cards, clear the set, secure gear cages, arm and lock.
3. **CLIENT COMMUNICATION STANDARDS.** Respond to new inquiries within [4] business hours and all client email within [1] business day. Use the studio email and CRM — not personal accounts. Every quote goes out as an Estimate; every accepted quote gets a Client Service Agreement before the session.
4. **BOOKING AND CALENDAR.** All sessions, headshot days, and subscription shoots live on the shared studio calendar. No booking is confirmed until the retainer clears. Double-booking requires Studio Manager approval.
5. **FILE HANDLING.** Offload cards to primary and backup storage before leaving the studio. Never format a card until both copies are verified. Follow the Data Retention Policy for archiving and deletion.
6. **DELIVERY AND QUALITY.** An Editor reviews every gallery before release: exposure, color, crop, retouch consistency, and correct client and license assignment. AI-generated headshots always get human review.
7. **PAYMENTS.** Invoices are issued the same day the work is delivered. The Bookkeeper reviews aging weekly and sends reminders at [7], [14], and [30] days past due.
8. **PURCHASING.** Purchases above \$[250] require a Purchase Order and Studio Manager approval.
9. **ESCALATION.** Client complaints, safety incidents, data incidents, and press inquiries escalate to the Studio Manager immediately and to the owner within [24] hours.
10. **STUDIO APPEARANCE.** Sets, seating, and restrooms are reset between clients. Props and backdrops are returned to storage the same day.
11. **VISITORS AND MINORS.** Visitors sign in. A parent or guardian is present for any session involving a minor.

12. REVIEW. These policies are reviewed [annually] by the Studio Manager and owner.

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DOCUMENT 26 · OPERATIONS & RISK

Safety Manual

Studio and on-location safety procedures, PPE, incident reporting, and emergency response.

SAFETY MANUAL

Beauty Through the Lens Media Group Revised: [DATE]

Safety Coordinator: [Studio Manager]

1. **PURPOSE AND SCOPE.** Applies to all employees, contractors, models, and visitors at the studio and on location. Compliance with OSHA and New Jersey requirements is mandatory.
2. **GENERAL RULES.** Keep walkways and exits clear. No running cables across traffic paths without tape or mats. Report unsafe conditions immediately; work stops until resolved.
3. **ELECTRICAL AND LIGHTING.** Inspect cords before use; remove damaged gear from service and tag it. Do not exceed circuit capacity. Strobe packs are powered down before changing heads. Hot lights require heat-resistant gloves and a cool-down period.
4. **RIGGING AND STANDS.** Sandbag every stand carrying a modifier or head. Boom arms require counterweight and a second person for setup. Never position gear directly over a subject's head.
5. **LADDERS AND HEIGHTS.** Three points of contact; no standing on the top two rungs; a spotter for any work above [6] feet. No climbing on furniture or apple boxes stacked more than two high.
6. **LIFTING AND CARTS.** Two-person lift above [50] lbs. Use carts for case transport.
7. **ON-LOCATION WORK.** Complete a site walk before each shoot: exits, hazards, weather, permits, and parking. Obtain property permission and follow the site's rules. Stop work for lightning, ice, extreme heat, or unsafe crowds.
8. **VEHICLES.** Drivers must hold a valid license and current insurance. No phone use while driving. Secure all cases in transit.
9. **MINORS AND VULNERABLE SUBJECTS.** A parent or guardian is present at all times. At least two adults present for any session with a minor.
10. **HEALTH AND SANITATION.** First aid kit is located at [LOCATION]; fire extinguishers at [LOCATIONS], inspected [annually]. Makeup tools and props touching skin are sanitized between subjects.
11. **INCIDENT REPORTING.** Report every injury, near miss, or property damage to the Safety Coordinator the same day using the Incident Report form. Work-related injuries are reported to the workers' compensation carrier within [24] hours.

12. EMERGENCY PROCEDURES. Call 911 first. Evacuation assembly point: [LOCATION]. Emergency contacts and utility shutoffs are posted at [LOCATION].

13. TRAINING. Safety orientation at hire and a refresher [annually]; documentation retained in the personnel file.

Acknowledgment: _____ Date: _____

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DOCUMENT 27 · OPERATIONS & RISK

Disaster Recovery Plan

Continuity for equipment loss, data loss, facility loss, key-person absence, and cyber incidents.

DISASTER RECOVERY AND BUSINESS CONTINUITY PLAN

Beauty Through the Lens Media Group Revised: [DATE]

Plan owner: [Studio Manager] Owner escalation: [OWNER NAME / PHONE]

1. **OBJECTIVES.** Recovery Time Objective (RTO): client-facing systems restored within [24] hours. Recovery Point Objective (RPO): no more than [24] hours of image or record loss.

2. **BACKUP ARCHITECTURE.** Client images follow a 3-2-1 rule: primary working storage, on-site backup drive, and encrypted off-site or cloud copy. Website, database, and order records are hosted and backed up by the platform provider. Accounting and CRM data are exported [monthly] and stored off-site.

3. **VERIFICATION.** The Editor verifies backups [weekly]; the Studio Manager performs a restore test of a sample gallery [quarterly] and records the result.

4. **SCENARIO — EQUIPMENT FAILURE OR THEFT.** Switch to backup bodies and lenses; rent replacements from [RENTAL VENDOR] within [24] hours; file an insurance claim; notify affected clients and reschedule within [7] days.

5. **SCENARIO — DATA LOSS OR CORRUPTION.** Stop writes to affected storage; restore from the most recent verified backup; document what was lost; notify affected clients within [48] hours with a remedy (reshoot at no charge where the loss is ours).

6. **SCENARIO — CYBER INCIDENT OR UNAUTHORIZED ACCESS.** Revoke and rotate credentials and API keys; disable affected accounts and gallery links; preserve logs; assess whether personal data was involved; notify affected individuals and authorities as required by New Jersey law; document the timeline. Contact: [IT/SECURITY CONTACT].

7. **SCENARIO — FACILITY LOSS** (fire, flood, prolonged outage). Move operations to [ALTERNATE LOCATION / remote]; forward phones to [NUMBER]; post a status notice on the website; reschedule studio sessions to location shoots where possible; file property and business interruption claims.

8. **SCENARIO — KEY PERSON ABSENCE.** Cross-training keeps at least two people able to run booking, delivery, and invoicing. Credential custody: [PASSWORD MANAGER] with owner and Studio Manager access. A standby contractor list is maintained for photographer and editor coverage.

9. VENDOR CONTINUITY. If a print lab fails, orders reroute to an alternate lab already configured in the store.

10. COMMUNICATION. The Studio Manager notifies staff by [CHANNEL], clients by email, and the owner by phone. A single status message is used to avoid conflicting information.

11. INSURANCE AND CONTACTS. Property/GL: [CARRIER / POLICY]. Equipment floater: [CARRIER / POLICY]. Cyber: [CARRIER / POLICY]. Bank: [CONTACT]. Counsel: [CONTACT].

12. TESTING AND REVIEW. Tabletop exercise [annually]; plan reviewed after any incident.

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DOCUMENT 28 · COMPLIANCE

Data Retention Policy

How long client images, galleries, personal data, and system logs are kept and when deleted.

DATA RETENTION POLICY

Beauty Through the Lens Media Group Revised: [DATE]

1. PURPOSE. To retain data only as long as needed for business, legal, and client-service reasons, and to delete it predictably.

2. RETENTION SCHEDULE.

Raw camera files: [90] days after delivery, then deleted (extended for corporate contracts on request).

Edited/delivered images: [3] years from delivery in archive storage; the Company's licensing library holds selected images indefinitely under signed releases.

Client galleries (online): active for [12] months, then archived and links expired.

Signed releases and contracts: [7] years after the engagement ends, or the life of the license plus [3] years, whichever is longer.

Order, invoice, and payment records: [7] years (tax).

Booking inquiries and CRM leads: [24] months from last contact.

Marketing email lists: until unsubscribe, then a suppression record only.

Employee and contractor records: [7] years after separation; I-9s per federal rule (3 years after hire or 1 year after separation, whichever is later).

Website and access logs: [12] months.

Backups: rolling [30]–[90] day cycles; deleted data ages out of backups within one cycle.

3. AI PROCESSING DATA. Submitted headshot source files and generated variants are deleted [30] days after delivery unless the client requests longer storage in writing. Prompts and processing metadata are retained [12] months for quality review.

4. MINORS. Images of minors are never added to the stock licensing library, and are deleted on the earlier of the standard schedule or a guardian's written request.

5. DELETION REQUESTS. Verified requests are honored within [30] days, except records the Company must keep for tax, insurance, or legal-claim reasons; those are isolated and restricted rather than deleted.

6. DISPOSAL METHOD. Digital files are securely deleted; drives are wiped or physically destroyed before disposal; paper is shredded.

7. LEGAL HOLD. If litigation or an investigation is reasonably anticipated, deletion stops for the affected records until the hold is lifted by the owner or counsel.

8. RESPONSIBILITY AND REVIEW. The Studio Manager runs a retention sweep [quarterly] and logs it. This policy is reviewed [annually].

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DOCUMENT 29 · COMPLIANCE

Record Retention Policy

Corporate, tax, payroll, insurance, and contract record schedules with storage and destruction rules.

RECORD RETENTION POLICY (BUSINESS RECORDS)

Beauty Through the Lens Media Group Revised: [DATE]

1. **SCOPE.** Applies to corporate, financial, tax, payroll, insurance, and contract records in any format.
2. **PERMANENT RECORDS.** Certificate of Formation, EIN assignment, Operating Agreement and amendments, corporate resolutions and member consents, annual report filings, trademark and copyright registrations, and audited financial statements.

3. TAX AND FINANCIAL.

Federal and New Jersey tax returns and supporting schedules: [7] years (returns themselves: permanent).

General ledger and year-end trial balances: [7] years.

Bank statements, reconciliations, deposit slips: [7] years.

Invoices, receipts, and expense documentation: [7] years.

Sales tax filings and exemption certificates: [7] years.

Form 1099 and W-2 filings: [4] years after the tax is due or paid.

4. PAYROLL AND EMPLOYMENT.

Payroll registers, time records, and wage computations: [4] years (FLSA/IRS).

Form W-4: duration of employment plus [4] years.

Form I-9: [3] years after hire or [1] year after separation, whichever is later — stored separately from personnel files.

Personnel files, reviews, discipline: [7] years after separation.

Benefit and leave records: [6] years.

Workers' compensation claims and OSHA logs: [5] years minimum; injury records with medical exposure per applicable rule.

5. **INSURANCE.** Policies, certificates, and claim files: permanent for occurrence policies; claim files [7] years after closure.

6. **CONTRACTS.** Client agreements, licensing agreements, vendor agreements, leases, and equipment rentals: [7] years after expiration or termination, longer where a license term continues.

7. **STORAGE AND ACCESS.** Records are stored in the Company's accounting system, document storage, and locked file cabinet at the studio. Access to payroll, tax, and personnel records is limited to the owner, Studio Manager (as needed), and Bookkeeper.

8. **DESTRUCTION.** Records past schedule are destroyed [annually] in [January] by shredding or secure deletion, and the destruction is logged (record type, date range, method, date, approver).

9. **LEGAL HOLD.** Destruction is suspended for any records relevant to anticipated or pending litigation, audit, or investigation until released by the owner or counsel.

10. **RESPONSIBILITY.** The Bookkeeper maintains the schedule; the owner approves destruction. Reviewed [annually].

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DOCUMENT 30 · COMPLIANCE

Marketing Consent Form

Opt-in for email, SMS, testimonials, and use of client imagery in Company marketing.

MARKETING CONSENT FORM

Beauty Through the Lens Media Group, LLC

Name: [NAME] Company: [COMPANY] Email: [EMAIL] Mobile: [PHONE]

Date: [DATE]

I consent to the following (check each that applies — each is optional and separate):

☐ EMAIL MARKETING. Send me studio news, session openings, promotions, and digital product releases. I may unsubscribe at any time using the link in any email.

☐ SMS / TEXT MARKETING. Send me occasional text messages about openings and promotions at the mobile number above. Message and data rates may apply; message frequency varies. Reply STOP to opt out, HELP for help. Consent to texts is not a condition of purchase.

☐ IMAGE USE — WEBSITE AND PORTFOLIO. Use images from my session on the Company website, portfolio, and printed studio display.

☐ IMAGE USE — SOCIAL MEDIA AND ADVERTISING. Use images from my session in Company social media posts and paid advertising.

☐ TESTIMONIAL / REVIEW. Publish my written review or quoted feedback with my [first name only / full name / company name].

☐ CASE STUDY. Reference my company name and project in a case study or capabilities deck.

NOT INCLUDED. This consent does not license my images to third parties for stock use; that requires a separate Model Release or Photography Licensing Agreement.

WITHDRAWAL. I may withdraw any consent at any time by emailing [PRIVACY EMAIL]. Withdrawal applies to future use; materials already printed or distributed cannot be recalled.

PRIVACY. My information is handled per the Company's Privacy Policy.

Signature: _____ Printed name: _____ Date: _____

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DOCUMENT 31 · COMPLIANCE

HIPAA Authorization (healthcare clients only)

Patient authorization to photograph and use images — used only where a healthcare client requires it.

AUTHORIZATION FOR USE OR DISCLOSURE OF PROTECTED HEALTH INFORMATION (PHOTOGRAPHY)

Use only when photographing in a healthcare setting or where a covered entity requires it.

Covered entity / practice: [PRACTICE NAME]

Photographer: Beauty Through the Lens Media Group, LLC

Patient / Individual: [NAME] Date of birth: [DOB] Date: [DATE]

1. INFORMATION AUTHORIZED. Photographs, video, and audio of me taken on [DATE(S)] at [LOCATION], which may identify me and may reveal that I received care at the practice. [Describe any specific clinical detail depicted: _____.]

2. PURPOSE. [Practice marketing and website / recruitment materials / patient education / community outreach]. This authorization is voluntary.

3. RECIPIENTS. The practice named above and Beauty Through the Lens Media Group, LLC, and the practice's marketing vendors and platforms for the purpose stated.

4. NO CONDITION OF TREATMENT. The practice will not condition my treatment, payment, enrollment, or eligibility for benefits on whether I sign this authorization.

5. REDISCLOSURE NOTICE. Information disclosed under this authorization may be redisclosed by the recipient and may no longer be protected by the HIPAA Privacy Rule.

6. EXPIRATION. This authorization expires on [DATE] or [EVENT], or [1] year from signature if left blank.

7. RIGHT TO REVOKE. I may revoke this authorization at any time by written notice to the practice's Privacy Officer at [ADDRESS/EMAIL]. Revocation is not effective for uses already made in reliance on it, including materials already printed or published.

8. COPY. I am entitled to a copy of this signed authorization.

Patient signature: _____ Printed name: _____

If signed by a personal representative — name and authority: _____

Witness: _____ Date: _____

PHOTOGRAPHER ACKNOWLEDGMENT. The Company will store these images separately from general session archives, restrict access, and delete them per the practice's instruction or the Data Retention Policy, whichever is shorter.

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