



## The Digital Marketing Laboratory

We, the undersigned, commit to honour the Armed Forces Covenant and support the Armed Forces Community. We recognise the value Serving Personnel, both Regular and Reservists, Veterans and military families contribute to our business and our country.

Signed on behalf of:  
**The DM Lab**

Signed: \_\_\_\_\_

A handwritten signature in black ink, appearing to be "C. N.", written over a horizontal line.

Position: **Marketing Director** \_\_\_\_\_

Date: \_\_\_\_\_

09/07/2020

The **Dm** Lab  
Making Brilliant Marketing **Simple**

# The Armed Forces Covenant

An Enduring Covenant Between  
The People of the United Kingdom

Her Majesty's Government

and

All those who serve or have served in the Armed Forces of the Crown

And their Families

The first duty of Government is the defence of the realm. Our Armed Forces fulfil that responsibility on behalf of the Government, sacrificing some civilian freedoms, facing danger and, sometimes, suffering serious injury or death as a result of their duty. Families also play a vital role in supporting the operational effectiveness of our Armed Forces. In return, the whole nation has a moral obligation to the members of the Naval Service, the Army and the Royal Air Force, together with their families. They deserve our respect and support, and fair treatment.

Those who serve in the Armed Forces, whether Regular or Reserve, those who have served in the past, and their families, should face no disadvantage compared to other citizens in the provision of public and commercial services. Special consideration is appropriate in some cases, especially for those who have given most such as the injured and the bereaved.

This obligation involves the whole of society: it includes voluntary and charitable bodies, private organisations, and the actions of individuals in supporting the Armed Forces. Recognising those who have performed military duty unites the country and demonstrates the value of their contribution. This has no greater expression than in upholding this Covenant.

## Section 1: Principles Of The Armed Forces Covenant

1.1 We The Digital Marketing Laboratory will endeavour in our business dealings to uphold the key principles of the Armed Forces Covenant, which are:

- No member of the Armed Forces Community should face disadvantage in the provision of public and commercial services compared to any other citizen;
- In some circumstances special treatment may be appropriate especially for the injured or bereaved.

## Section 2: Demonstrating our Commitment

2.1 The Digital Marketing Laboratory are proud to support the Armed Forces community and recognise the value that serving personnel, reservists, veterans and military families bring to our business. We will seek to uphold the principles of the Armed Forces Covenant, by:

- **Promoting the Armed Forces:** promoting the fact that we are an Armed Forces-friendly organisation, to our staff, customers, suppliers, contractors and wider public. We will encourage our supply chain partners to embrace the Armed Forces Covenant, recognising that it is good for business;
- **Veterans:** supporting and advocating support for the employment of Veterans, recognising military skills and qualifications in our recruitment and selection process; advertising vacancies with the Career Transition Partnership for Service leavers; in order to establish a tailored employment pathway for Service Leavers;
- **Service Spouses & Partners:** supporting and advocating support for the employment of Service spouses and partners; advertising vacancies with the Forces Families Jobs; Endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;
- **Reserves:** Seeking to support our employees who are members of the Reserve Forces by accommodating their training and deployment where possible in line with our UK Reserve Forces Policy;
- **Digital Awareness:** supporting the Armed Forces in digital campaigns, demonstrated how digital can assist in both serving and non-serving military personnel. This can be developed within our own organisation and / or training personnel to have the adequate tools in using digital.
- **Cadet Organisations:** Offering support to our local cadet units, either in our local community or in local schools, where possible and encourage our employees to consider 'volunteering' as a Cadet Force Adult Volunteer;
- **Forces Charities:** Encouraging employees to volunteer and raise funds for Armed Forces charities;
- **National Events:** supporting Armed Forces Day, Reserves Day, The Poppy Appeal Day and Remembrance activities.

2.2 We will publicise these commitments through our literature and/or on our website, setting out how we will seek to honour them and inviting feedback from the Service community and our customers on how we are doing.