

# Social and Corporate Responsibility Policy

*Including Net Zero Commitment*

## Introduction

At AIM Internet, we believe that responsible business practices are not just good ethics – they are good business. As a digital marketing company, we recognise our unique position to make a positive impact on society and the environment through our operations, our people, and the work we deliver for our clients.

This policy outlines our commitment to operating sustainably and ethically, with particular emphasis on our environmental responsibility through our remote-first working model. We are proud that our operational structure inherently supports carbon reduction and contributes to a more sustainable future.

## Our Commitment

AIM Internet is committed to:

- Minimising our environmental impact and working towards net zero carbon emissions
- Operating with integrity, transparency, and ethical standards in all our business dealings
- Supporting our employees' wellbeing and professional development
- Making a positive contribution to the communities in which we operate
- Promoting diversity, equality, and inclusion in everything we do
- Encouraging sustainable practices among our suppliers, partners, and clients

## Environmental Responsibility and Net Zero Commitment

### Our Net Zero Strategy

AIM Internet is committed to achieving and maintaining net zero carbon emissions through our business operations. As a fully remote company, our environmental strategy centres on the elimination of commuter travel emissions – one of the most significant contributors to workplace carbon footprints.

## Remote Working: Our Primary Carbon Reduction Strategy

Our 100% remote working model is the cornerstone of our environmental commitment. By eliminating the need for employees to commute to a central office, we achieve significant carbon savings:

### Estimated Carbon Savings

According to research, the average UK commuter travels approximately 23 miles per day round-trip, generating around 2.4 tonnes of CO2 per employee annually from commuting alone. Through our remote working model:

- **Zero commuter emissions:** Our employees work from home, eliminating daily travel to and from an office
- **Reduced business travel:** We utilise video conferencing and digital collaboration tools to minimise the need for face-to-face meetings
- **No office building emissions:** We do not maintain a physical office, eliminating emissions from heating, cooling, and powering commercial premises
- **Reduced consumption:** No office means no waste from disposable cups, commercial cleaning products, or unnecessary printing

### Additional Environmental Commitments

Beyond our remote working model, we commit to:

1. **Digital-First Operations:** We operate paperlessly wherever possible, utilising cloud-based storage and digital document management systems.
2. **Sustainable Technology:** We encourage employees to choose energy-efficient equipment and consider environmental factors when procuring technology.
3. **Green Energy Support:** We encourage employees to consider switching to renewable energy tariffs for their home offices where feasible.
4. **Responsible Business Travel:** When travel is necessary, we encourage the use of public transport and will consider carbon offsetting for unavoidable emissions.
5. **Sustainable Suppliers:** We give preference to suppliers and partners who demonstrate their own environmental commitments.

### Employee Home Working Support

We support our employees in creating environmentally responsible home offices by:

- Providing guidance on energy-efficient home working practices
- Offering resources on reducing environmental impact while working from home
- Supporting flexible working hours that can help employees reduce peak-time energy usage
- Encouraging employees to combine necessary errands with exercise or other activities to reduce individual vehicle usage

# Social Responsibility

## Employee Wellbeing

Our people are at the heart of everything we do. We are committed to:

- Providing a supportive and inclusive working environment where everyone can thrive
- Offering comprehensive wellbeing support through our Employee Assistance Programme
- Supporting work-life balance through flexible working arrangements
- Investing in training and professional development opportunities
- Maintaining robust policies on stress management, neurodiversity, and menopause/andropause support

## Diversity, Equality, and Inclusion

AIM Internet is committed to eliminating discrimination and encouraging diversity amongst our workforce. We believe that a diverse team brings different perspectives, ideas, and experiences that strengthen our business and the work we do for our clients. Our remote working model naturally supports diversity by removing geographical barriers to employment and supporting those who may find traditional office-based work challenging.

## Community Engagement and Charity Support

We are committed to making a positive impact in our communities:

- **Annual Charity Partnership:** Each year, our staff nominate and vote for a charity to support. We raise funds throughout the year through various activities, supplemented by a company donation.
- **Pro Bono Work:** Where capacity allows, we consider offering pro bono digital marketing support to charitable organisations and social enterprises.
- **Knowledge Sharing:** We are committed to sharing our expertise through mentoring, educational content, and supporting those entering the digital marketing industry.

## Ethical Business Practices

### Integrity and Transparency

We conduct all our business relationships with honesty, integrity, and transparency. This includes:

- Being honest and transparent with our clients about what we can deliver
- Maintaining confidentiality of client and company information
- Avoiding conflicts of interest and disclosing any that may arise
- Complying with all applicable laws and regulations
- Never engaging in or tolerating bribery or corruption in any form

## **Data Protection and Privacy**

We take our responsibilities under data protection legislation seriously. We handle all personal data in accordance with the UK GDPR and the Data Protection Act 2018, ensuring that data is processed lawfully, fairly, and transparently.

## **Responsible Marketing**

As a digital marketing company, we have a particular responsibility to practice what we preach. We are committed to:

- Creating truthful and accurate marketing content
- Respecting consumer privacy and adhering to advertising standards
- Declining work that promotes harmful products or misleading claims
- Using sustainable and ethical practices in our digital campaigns

## **Supply Chain Responsibility**

We seek to work with suppliers and partners who share our commitment to ethical and sustainable practices. When selecting suppliers, we consider:

- Their environmental policies and practices
- Their approach to employee welfare and human rights
- Their compliance with applicable laws and regulations
- Their commitment to ethical business practices

## **Implementation and Monitoring**

### **Governance**

Overall responsibility for this policy lies with the Managing Director. However, every employee is responsible for ensuring that their actions align with our corporate responsibility commitments.

### **Monitoring and Reporting**

We will monitor our progress against our commitments through:

- Annual review of our environmental impact and carbon footprint
- Regular employee engagement surveys
- Tracking of charitable activities and community engagement
- Review of supplier relationships and practices

### **Continuous Improvement**

We are committed to continuously improving our corporate responsibility practices. We welcome suggestions from employees, clients, and partners on how we can further enhance our positive impact on society and the environment.

## **Policy Review**

This policy will be reviewed annually, or more frequently if required, to ensure it remains relevant and reflects current best practice and any changes in legislation.

### **Policy Approved By:**

Mike Raybone  
Marketing Director and Founder

**Date:** 12/12/2025

Third Party Sensitive