

The

DOCTRINE





At Dr.Martens we do the right thing.

This means as a company we  
expect high standards.

We look to you, no matter  
what your role or where you  
are in the world, to follow  
these standards.

This document defines the  
way we do business.

**This is our DOCTrine.**



# DISRESPECT NO ONE

Respect for others

Any bullying, discrimination or harassment has no place here.

Nor anywhere else for that matter.

This is really serious stuff, so if you believe any negative behaviour is taking place, to yourself or others, you should raise it with your manager, the HR Team or through **Speak Up**. You'll never be subjected to retaliation for making a claim of this kind.



We've a history of fighting the system,  
but go easy on ours.

We ask everyone to take care of all  
equipment, protect passwords and to not  
abuse the internet - we trust you to use  
your common sense.

We can monitor activity online, so if anyone  
is seen to be accessing pornographic,  
indecent, offensive or illegal material - as  
well as posting harmful comments on social  
media, action will be taken.

# POLICING OURSELVES

Use of company  
communication systems



A pair of hands, one in a blue glove and the other in a red glove, are holding a glowing yellow sign. The sign has the words "PRIVACY IS OUR PRIORITY" written on it in a stylized, blocky font. The background is dark and textured, with some blue and red light reflecting off the gloves and the sign.

PRIVACY IS OUR  
PRIORITY

## Data Protection

The digital world may have gone sharing mad, but we haven't. We respect any data that we hold of anyone we work with or sell to, and will do our utmost to protect it.

You should understand the data protection rules that apply to you and the company.

To learn more, contact [compliance@drmartens.com](mailto:compliance@drmartens.com)





# WORK SAFELY THINK DANGEROUSLY

## Health & Safety

Over the years, our audience have never erred on the side of caution and we've always championed that.

At work, we need to be safe. We are all responsible for looking after each other.  
We need you to play your part.

Nobody wants to see anyone hurt, please report any hazards, big or small.

To ensure everyone's safety, no one should come into work under the influence of alcohol, illegal drugs or mind altering substances.

Every site has security arrangements and relevant emergency guidelines so please familiarise yourself with them.



# DO THE RIGHT THING

## Human rights & ethical trade

We are a brand for the people.

It's important that our global trading practices are carried out with the highest standard of ethics.

We do not abuse human rights, be it slavery or forced labour within our supply chain.

We expect all our suppliers to adhere to our Supplier Code of Conduct. Please contact [csr@drmartens.com](mailto:csr@drmartens.com) for more information. Together, we can increase awareness on these topics.



**Trust & Fairness:  
bribery, corruption & fraud**

# **BEWARE OF SWEETENERS**

Our integrity is paramount.

Bribery, corruption and fraud are unacceptable and wrong.

If you're offered a bribe or favour,

from anyone relating to the business, declare it  
immediately to your manager or legal department.

Be sure to read our anti-bribery and corruption  
policy to understand more. Mandatory training

on the subject is given .



# WE DON'T PLAY DIRTY



## Competition law / Anti trust

The law comes down hard on anyone trying to distort the free market.

Competition law/Anti trust laws promote fair competition to benefit consumers. Collusion, price fixing or any actions from you which could result in interfering with the fair competition between businesses is a serious offence.

We all need to understand these rules as the penalties are severe.

If your role includes sales and marketing you'll need extra training on this area. For everyone else, please refer to the legal team with any queries.



# NO OR BLURTING BLABBING

Confidential information

SPRING

STRATEGY

Business Plans

What's new?

SUMMER

COLLABORATIONS

All company material which is not yet accessible to the general public (e.g. new products, business information), shouldn't be shared, posted or talked about outside of the company.

If you're unsure if something is confidential, ask a member of the GLT.





# SPEAKING AS ONE


Acting on behalf of Dr. Martens

We are one voice made up of many.  
So as an individual, if asked to speak publicly to the media about the company,  
and the way we do business, you'll need to get sign off from the GLT

Please don't make legal commitments (including  
contracts) if not authorised to do so. If you're not sure  
just ask a member of the GLT or your manager.







IT'S  
NOT  
ME,  
IT'S  
WE

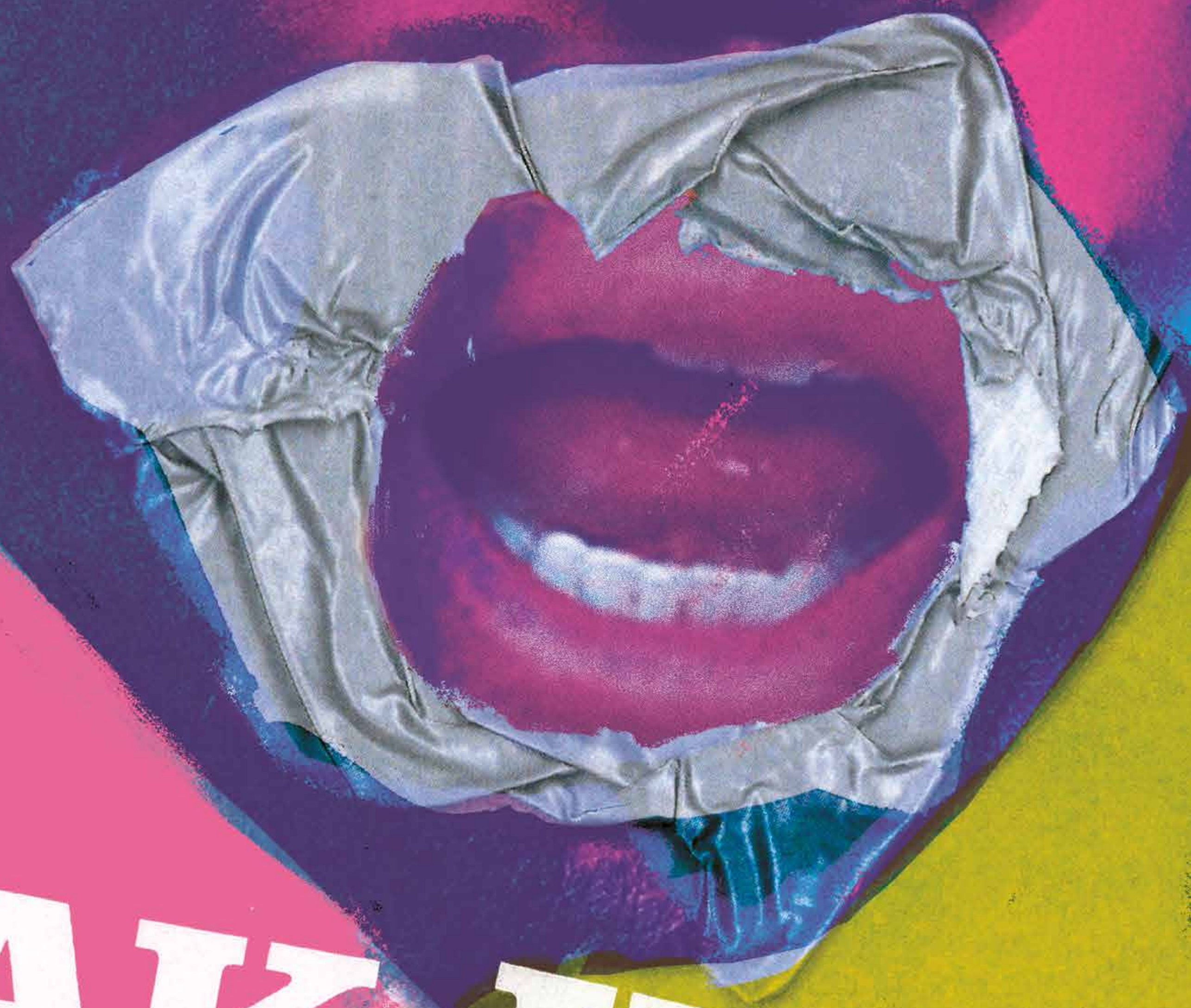
## Conflict of interest

What makes us solid as a company is that we all stand together.

However, there may come a time when your own self-interest conflicts with the best interests of the company.

If this is the case, you must be open with your manager before you take any action as it could be detrimental to all of us.





# SPEAK UP

Seeing something you don't agree with

Everyone wants a good nights sleep.

But how can you sleep if something's playing on your mind?

Let's face it, a problem shared is a problem halved.

Issues like theft, malpractice or harassment need to be addressed.

If you feel unable to talk to the person involved, no matter where they stand in the company, you can speak to Expolink, a free 24/7 independent service. Contact them either by:

[www.wrs.expolink.co.uk/drmartens](http://www.wrs.expolink.co.uk/drmartens)  
app (access code:drmartens)  
or speak to a member of HR.

Now get some sleep.



So there you have it.

These are our standards.

Follow the DOCTrine. If you  
don't, it may lead to further  
action against you.

If anything isn't clear,  
please speak to your manager  
or a member of the GLT.

This is how we do business.