

This matter is being dealt with by:
Human Resources

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Jamal

19 August 2025

Re: Blacklist from jaDevelopment

Dear Jamal,

I am writing to inform you that due to your recent racial incidents and due to the ongoing concerns for our community safety, your name has been placed on our official blacklist.

It has been brought to my attention that during Saturday, 16th August, until the morning of Tuesday, 19th August 2025, you have placed numerous members of your community, “Brampton Primary School”, as well as members of the jaDevelopment community, at risk.

I am majorly concerned as it has been made known to me that you have contacted members of your team via their personal Snapchat accounts, and your conduct on this occasion.

On the 17th of August 2025, it is alleged that you contacted a female member of your community on Snapchat with your video on, whilst also supposedly under the influence of alcohol, where you proceeded to repeatedly suggest that she should visit you at your home. She repeatedly declined this, to which you asked if you could visit her.

You threatened physical violence against other members of the community; however, you then proceeded to make comments about your genitalia being larger than other members of the community. Your comments developed into sexual harassment, in the form of comments comprising of “I want to fuck you” followed by comments about hearing the female community member “moan during sex”.

As if this wasn't enough, you proceeded to make racial comments about immigrants needing to be deported, and all white people needing to leave.

You threatened further violence to other members, telling them to die and burn, creating chants naming members, along the lines of “Kill...name”

You have also mentioned that you wanted to be a terrorist.

The icing on top of this hate cake is that you called a member of your community, who is also a member of the LGBT community, a “faggot”, – which you know is an unacceptable slur.

I cannot leave this without action and intend to do the following:

1. Due to your terroristic comments, I will be contacting the National Act Early Helpline and passing your contact information to the Prevent Programme.
2. I will contact the victims of this incident to provide support resources.
3. As you have engaged in sexual conversations with minors, I will contact the Child Exploitation and Online Protection Centre (CEOP) to report these concerns.
4. I will be adding your user, as well as any further accounts to the jaDevelopment product and service blacklist.
5. I will be publishing this letter publicly.

As you know, in recent days, the Roblox platform has been under scrutiny over its child safety practices; the timing of this incident adds to this. You own a large community, the majority of which are children, under the age of 16.

The fact that your community is based on roleplaying within a primary school exposes your predatory behaviours, putting you in line with Amelia Connolly and others, such as TheOfficialTeddy.

For those affected by this incident:

Are you worried about online sexual abuse or the way someone has been communicating with you online? - Make a report to one of CEOP's Child Protection Advisors

<https://www.ceop.police.uk/Safety-Centre/>

Useful contacts – LGBTQIA+ mental health

<https://www.mind.org.uk/information-support/tips-for-everyday-living/lgbtqiaplus-mental-health/useful-contacts/>

Best wishes,



James Ascot,
Chief People Officer
Human Resources
jaDevelopment

For public release.