

7th December 2017

Dear Parents / Carers,

I write to make you aware of a sexually explicit video that is reportedly being shared via various forms of social media. The British police are investigating the distribution of the video due to the particularly disturbing content.

This video was originally circulated on Snapchat and Instagram yesterday afternoon and has been widely distributed. I am not aware of any students at Bromley Trust Academy accessing it but I do need to make it clear that doing so puts students in a very difficult position.

It is a criminal offence for any person to view, save, or forward videos containing this type of content. The police are working to identify the source of the video with a view to instigating criminal proceedings. This investigation is being made more complicated because the video was viewed 20,000 times in just five minutes yesterday. Young people cannot consent to sexualised images being taken until they are 18 years or older. Therefore any sexual image of a child below the age of 18, is legally considered to be child abuse, even if the child took the picture themselves.

The police have advised us that anyone who receives images or videos that they think could be considered to be child abuse should report the image directly to the police. This can be done by telephoning 101 or using the CEOP (Child exploitation on-line protection) button which is on many social media sites. Under no circumstances should the image or video be viewed, shared or posted because that would mean an offence had been committed. It is also advisable not to make any comment about the post, or send any message to the account the image came from.

We advise you to check your child's social media sites, particularly Snapchat and Instagram to see if they have any posts linked to this incident, and ensure that they are deleted. As a school, we have reinforced this message in an assembly today.

If you have any information that could assist with identifying the person who originally posted this video please contact the police by phoning 101.

Yours sincerely,



Jayne Naylor
Head of School
Bromley Beacon Academy, Orpington Campus