

Minecraft Education Usage Guidelines

Purpose

We love that players, educators, and especially students in the Minecraft Education community want to use the game to grow, play, and, most importantly, learn together. Our goal is to create an environment that enables you to do great things with Minecraft Education. We realize that most of the time the things you create will be used in a classroom. We also recognize the desire to share your creations with others in the Minecraft Education community so that they can enrich their own classrooms. We wrote these guidelines to explain what we consider to be acceptable ways to use the Minecraft Education name, brand, and assets in your creations.

To be clear when we refer to:

- Our name (or the Minecraft name), we mean Minecraft Education, taglines, features, events, or company identity. Also, any names that are similar to our name.
- Our brand, we mean any names, related logos, fonts, textures, and other distinct features associated with our name and games.
- Our assets, we mean the code, software, characters, mobs, graphics, textures, images, models, sounds, learning material and other audio from any of our games, and any videos or screenshots taken from them.

In short, we hope that these guidelines help you understand what you can and cannot do. We hope they will also help you do more with the game as well as limit those that try to go too far.

Target audience

These guidelines apply to the Minecraft Education community of players, educators, and students. The allowances outlined do not extend to commercial companies, corporate brands, advertising agencies, non-profits, politicians, political action committees, or governments promoting non-related products, services, or agendas. Our usage guidelines related to the general Minecraft community are located [here](#).

If you are interested in proposing a formal partnership with us, you can submit a [partnership proposal](#). But, as mentioned above, the Minecraft Education team is only interested in partnerships that are educational, as we do not allow commercial or advertising content in Minecraft Education.

If you are seeking to report violations of these guidelines, you can send us information about the violation through our [help form](#). We are not able to give advice about whether a specific project does or does not follow these guidelines. If you are unsure, you should speak to an attorney for help.

Important legal agreements

Your usage of Minecraft Education is governed by a licensing agreement between the organization that is providing you with access to Minecraft Education (for example, if you are a student, the organization is likely the school that provided your laptop with Minecraft Education), along with the privacy agreement between the organization and Microsoft (we'll call such agreements here the "policies"). If you want a copy of the policies, please talk to your organization as they are the party responsible for your usage of Minecraft Education.

The guidelines presented here are to be followed along with the policies. They do not form part of the policies. Rather, they exist because we currently think it is a good idea to allow some leniency with respect to how you use Minecraft Education.

Subject to change

These guidelines may change as time goes by. We reserve the right to change our mind at any time (such as if people start to take advantage of our good intentions) and update these guidelines. So do not count on these guidelines always being in the specific form they are in right now. It is up to you to check back here to see if these guidelines have changed and ensure your use is in line with what we allow. Any changes made to these guidelines will be effective the next time you use our games, websites, or other services.

All uses

In relation to all uses (permitted or otherwise):

- All rights (including copyright, trademark rights, and related rights) in the name, brand, assets, and any derivatives are and will remain owned by Mojang and Microsoft
- All permissions and consents are given by us at our discretion and may be revoked at any time if we think that it is appropriate to do so, or we don't like what you are doing
- You may do things that are specifically covered by the fair dealing or fair use exceptions to copyright and trademark laws.
- You may **not** do things that aren't specifically permitted by the policies you agreed to or these guidelines unless we agree to allow it, or it is expressly allowed by applicable laws.
- All rights are expressly reserved

More guidelines will follow as we decide what and when to add them.

Essential guidelines

The first thing we want to say is that these are the essential guidelines that apply to **all** uses of our name, brand, and assets. While you should still read all the policies and guidelines in full, here is a quick summary of the essential points to help guide you.

If you are using any part of our name, any part of our brand, or any of our assets, then:

- Do **not** do anything or include anything that makes people think that what you are sharing is official or approved by, endorsed by, associated with, supported by, or connected to us
- Do **not** be unlawful, deceptive, obscene, harmful, or abusive
- Do **not** do anything that would harm or damage our name, brand, or assets (for example: gambling, pornography, violence, terrorism, or other unsafe/mature content)
- Do **not** redistribute our games or any alterations of our games or game files
- Do **not** make commercial use of or commercially exploit anything that we have made
- Do **not** give access to anything we've made in a way that is unfair or unreasonable
- Do **not** pretend to be Mojang or Microsoft, or pretend to be associated with or supported by Mojang or Microsoft, and **do** make it clear:
 - You (not us) are responsible for the product or service (this includes events, servers, books)

- Who the publisher, manufacturer, seller, organizer and/or owner are
- Whom to contact about the product, service, or any related purchases and the contact method (chat and forum links are not acceptable methods)
- Prominently include the disclaimer similar to the following: “NOT AN OFFICIAL MINECRAFT EDUCATION [PRODUCT/SERVICE/EVENT/etc.]. NOT APPROVED BY OR ASSOCIATED WITH MOJANG OR MICROSOFT” on your product, listing, description, website/webpage, social/marketing and all other related materials

These guidelines are intended to help you understand what we expect when it comes to using our name, brand, and assets as part of your creations. We are trying to be open, honest, and, most importantly, trusting. Our hope is that you hold us in the same regard.

Naming guidelines

You may use our name in connection with your product or service (including on websites, video platforms, or merchandise) if you follow the guidelines in this section.

You may use the Minecraft Education name in a secondary name, secondary title, or description if you:

- Do so because it is necessary to describe your creations or their purpose honestly and fairly
- Ensure that the secondary title (which includes a Minecraft Education name) is not the dominant element or the distinctive part of the complete name or title
- Don't use any aspect of any of our brand or assets as part of any related branding, including as a logo or part of a logo
- Don't use our name as keywords or search tags for products that have no relationship with them or that are infringing or counterfeit

You may not use the Minecraft Education name as the primary or dominant name or title. To help you, we've suggested the following examples:

- “OceanCraft: A World for Minecraft Education.” (we’re cool with this)
- “Minecraft Education, the ultimate way to experience climate education with OceanCraft” (we’re not cool with this)
- “Minecraft Education Coding, World’s Best Code World” (we’re not cool with this)
- “Minecraft Education Commuter Safety World” (we’re not cool with this)
- “Commuter Safety World – Learning About Commuting in Minecraft Education” (we’re cool with this)

Instructional use

We are relaxed about things you create for the purposes of teaching and learning in a classroom setting. We encourage teachers to be creative and create unforgettable experiences for their students. Just remember the policies, and don’t do anything illegal, infringing, or that would put players and students at risk.

Instructional use of Minecraft Education is using the game in a classroom setting as part of a purposeful activity directed toward achieving a learning goal or objectives. For example, the learning activity could be something that fosters the development of understanding, rationality, kindness, and honesty. While your learning activity may take place exclusively in a classroom setting (such as what is found in a

traditional school), we understand that adults and children can learn in other environments (like a company's training room or remotely from the comfort of the learner's home).

If you decide you want to share your learning activities and materials with the community, you may do so. In fact, we are excited for you and can't wait to see what you've been doing! When you decide to share your content with the greater Minecraft Education community (whether you plan to make money off it or not), the guidelines below will apply:

- Free sharing of content and learning materials (we're cool with this)
- Selling content and learning materials (we're not cool with this)
- Charging for instruction time using Minecraft Education (we're cool with this)

For example...

- Your organization creates a new world to teach about climate change, and you make this content available for free on your website (we're cool with this)
- Your organization makes a world to teach about digital citizenship, you sell the world and learning materials on your website (we're not cool with this)
- Your organization offers an after-school program in which participants pay a fee to have an instructor guide students through Climate Change projects using Minecraft Education (we're cool with this)

For any commercial use of content, you must follow the [Minecraft Usage Guidelines](#). We recognize there may be situations where it isn't clear (education vs. commercial use); in those instances, we reserve the right to make the final decision.

This applies, for example, if you want to set up and run any non-commercial blogs, community forums, fan sites, fan clubs, news groups, events, and gatherings.

Commercial use

Minecraft Education is primarily licensed by education providers who can access the service through Microsoft 365 for Education. However, education can also take place in commercial, non-government organizations (NGOs), or humanitarian organizations who do not qualify for Microsoft 365 for Education. If you are one of these organizations and your intent is to use Minecraft Education for educational purposes outside of a classroom, then you may qualify for a "Camps and Clubs" license for this purpose and these guidelines will apply.

We are less relaxed about the use of our name, brand, and assets to sell education services. If you plan to sell education services (such as your own instructional materials or Minecraft Education worlds) to an organization (e.g., a school), you may use that institute's purchased licenses of Minecraft Education in creating or providing such education services. However, if you plan to purchase and use your Camps and Clubs licenses for the purpose of selling services to organizations, or if you plan to sell education services privately to students using Camps and Clubs licenses, then we expect you to follow the guidelines in this page carefully as your activity would constitute commercial activity and we are less relaxed about commercial activity that potentially exploits our name, brand and assets.

Constructed promotions

When it comes to using Minecraft Education as a platform to promote yourself, your product, or your services (or you are hired by someone to do this), we are very strict. We understand why you might think Minecraft Education would be an amazing way to connect your brand with others. However, Minecraft Education is a place where educators can offer learning experiences to students of all ages, and it is not to be a part of an advertisement or to be used to sell products or services.

Here are a couple examples of things we **don't** want to happen:

- A mod created or commissioned by a company to allow players to play in a world with branded automobiles
- A skin pack containing brand logos
- Minecraft blocks are used to build a world or characters from a movie
- A political campaign or rally that takes place in-game

For any other use, review the guidelines provided in the [Minecraft Usage Guidelines](#).

Videos, streams, and screenshots

You are allowed to create, use, and share videos, streams, and screenshots of you playing or using Minecraft Education in the context of a lesson in an instructional capacity. It is your responsibility to follow your local/district laws regarding media releases. For any other use, review the guidelines provided in the [Minecraft Usage Guidelines](#).

Live in-game events

Minecraft Education is a great place to play together with other students at your organization. You may host a 100% in-game event provided you:

- Make the event free to view or attend virtually
- Obtain permissions and clearances from the owners of any intellectual property (for example: music, brands, products, celebrities, performers) you want to use
- Comply with all laws and regulations in your area
- If there are outside parties involved, make sure the event complies with the Constructed promotions section

We reserve the right to stop any event if we feel it doesn't follow any of the guidelines we have laid out in this page.

In-person events

We recognize that in-person educational events beyond the classroom can be a great learning experience for students, and that sometimes these events need to use our name (following our guidelines). We do **not** permit the usage of our name and brand for large-scale commercialized community gatherings and events.

- Encouraging educational camps and clubs to create great learning experiences is okay
- Large scale commercialized community gatherings are **not** okay
- Esports events are okay, but need to follow the [Esports Guidelines](#).

As always, all in-person educational events need to meet the Naming Guidelines and Essential Guidelines above. Hosting commercialized community events requires following the [Minecraft Usage Guidelines](#).

Music and audio

We love music, and we encourage players to enjoy and use music in-game as permitted by applicable laws.

When you use any portion of live music, pre-recorded music, sound effects, and other audio sounds in-game (for example, as a streamer or as a virtual event host), please make sure:

- You have permission from the owners (artists, actors, performers, musicians, songwriters, composers, record labels, etc.) of the audio you want to use
- You have paid any fees (profits, residuals, repeat fees, reuse fees, royalties, or other payments)
- You understand that we are not responsible for the audio you choose, including if your stream gets taken down by your platform due to a copyright claim

Learning materials and other resources

We understand educators will want to make learning materials and other teaching resources (like packets, worksheets, PowerPoint presentations, etc.), and that they might use screenshots from Minecraft Education to support their lessons. If you'd like to share such learning materials with other educators, you may do so if the materials are shared for free and if they meet the Essential Guidelines and Naming Guidelines above.

Educational certification for lesson plans

If you are an educator or teacher, and you want to release your content on Minecraft Education channels (such as the Minecraft Education website or in-game Library), your content will need to pass a review process before being published. Depending on the content, we may require you to seek certification from an outside body to determine educational accuracy.

Hand-crafted products

We understand that there may be occasions where hand-crafted products can make a learning program feel special, such as providing a free t-shirt to participants of a program. Our [Minecraft Usage Guidelines](#) can help you understand what we feel is acceptable for hand-crafted products related to Minecraft. As long as the hand-crafted products meet our guidelines here (including the Essential and Naming Guidelines), we may be more lenient for student-created hand-crafted products used in small-scale and educational context, such as a local class or school fundraiser. What we don't want is someone or a company trying to commercialize our name, brand and assets or run a business selling products featuring our name, brand, or assets.

Sponsorship

Our purpose is to educate people. For that reason, we do not allow any brands (such as, but not limited to, logos, taglines, characters, symbols, executives, or products) in Minecraft Education worlds. Only two attribution phrases are allowed in the description byline if a sponsor was used to fund a Minecraft Education world.

- “this content was created by [Developer Name] in collaboration with [company]”

- “this content was created by [Developer Name] in partnership with [company]”

No other language may be used, nor any additional commentary regarding the sponsor.

In summary

We love the idea of you, our community, doing cool things and we want to support your creativity. We understand that you may want to share your creations with others. We want to empower you to create and share. At the same time, we want to limit those who would take things too far. So, we wrote these guidelines to help you understand what we are okay with you doing.

As a rule of thumb, if something isn't covered by these guidelines and we haven't otherwise said it's okay, that probably means we don't want you to do it. We hope this document offers you sufficient guidance on the projects you are interested in pursuing. You do not need to contact us for cases specifically covered and permitted by these guidelines or for items referenced in your applicable license agreements for Minecraft Education.

We look forward to seeing the creativity in the wonderful projects our community will create in the future!
