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### **Online Safety: Huggy Wuggy**

Dear Parents / Carers,

Unfortunately, a small number of children have been talking about Huggy Wuggy recently.

Despite the cute name, Huggy Wuggy is a sinister character who can be found online, for instance in Youtube videos and on TikTok.

Huggy Wuggy is a blue bear with sharp teeth who enjoys singing songs about hugging and killing. The character appears to be from the cast of Poppy Playtime which is described as a 'survival horror, logical puzzle video game'. Huggy Wuggy is the villain within the game.

We wanted to remind you of our concerns about Huggy Wuggy and would encourage you to check the parental filters on devices at home. Please be aware that the character's cute name may be able to infiltrate firewalls and filters.

Poppy Playtime has been deemed unsuitable for primary aged children due to the scary images and scenarios presented. The last thing we wish to see is a recreation of this game in the playground or children who are upset due to viewed content.

The website below provides safeguarding advice on Huggy Wuggy:

<https://ineqe.com/2022/04/04/huggy-wuggy-online-safety-review/>

You can also access an online safety briefing of Poppy Playtime / Huggy Wuggy below:

[https://primarysite-prod-sorted.s3.amazonaws.com/sacred-heart-school/UploadedDocument/6e9c832d-47c5-40ac-8655-eb9e17b58a4/online-safety-briefing-poppy-playtime\\_03122021.pdf](https://primarysite-prod-sorted.s3.amazonaws.com/sacred-heart-school/UploadedDocument/6e9c832d-47c5-40ac-8655-eb9e17b58a4/online-safety-briefing-poppy-playtime_03122021.pdf)

If your child has been upset by content that they have seen online, please access the attached guide 'Supporting Children to Deal with Upsetting Content.'

Thank you for your help in keeping our children safe.

Mrs S Cain  
Deputy Headteacher

