



Wootton Bassett Infants' School

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Thursday 9th January, 2025

Dear Parents/Carers

It has been brought to our attention that a sinister character going by the name of 'Huggy Wuggy' is being viewed by our children online. This is part of a game called 'Poppy Playtime', a survival horror, logical puzzle game. This content can be easily viewed on platforms such as YouTube and TikTok.

The blue bear-like creature, named Huggy Wuggy, has long arms and rows of razor sharp teeth, he also sings worrying songs about hugging and killing. It is a very deceiving character, as hugs should be seen as something kind and loving, and because of its cute name is able to infiltrate firewalls and filters.

Some of our children are finding these images upsetting, and are even repeating the behaviour seen in the clips so please be vigilant about what your children are watching.

If you have any concerns regarding online safety, then please do contact the school for support. Please also refer to the Online Safety section of the school website which has details on how to keep your child safe online such as setting up parental controls.

Yours sincerely

Alison Pass

Headteacher

