



GREAT DODDINGTON PRIMARY SCHOOL

www.greatdoddingtonprimary.co.uk

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IMPORTANT INTERNET SAFETY – HUGGY WUGGY

Huggy Wuggy - Poppy Playtime:

Initially appears as an innocent animation but unfortunately is more sinister than first meets the eye. Online safety experts describe the trend as an “introduction to horror.”

The animations are mainly on Youtube but can be accessed on other online platforms. The character goes by the name of ‘Huggy Wuggy’. It is a very deceiving character, that appears to offer hugs and love but when it opens its mouth it is rather menacing with razor sharp teeth that sings worrying songs about hugging, killing and torture.

Unfortunately due to its cute name and seemingly innocent nature many firewalls, filters and parental controls are not blocking this character, leaving it easily accessible for young children to view. We must reiterate this is **NOT appropriate for children**.



If your child has access to a social media account like TikTok, Roblox or access to Youtube, there’s a good chance “Huggy Wuggy” could come up as recommended to view, furthermore toys of the blue creation are also available to buy from Amazon.

We understand it is difficult to monitor everything your child sees but please be vigilant about what your children are watching as children can become upset and confused by what they see.

There are some steps you can take to support your child:

1. Talk to Your Child about Trends and Challenges online. Encourage them to make sensible choices about what content they watch.
2. Consider age ratings and using parental controls.
3. Have open conversations with your children about their online behavior, ensure they know what to do if they feel unsafe online or feel uncomfortable about something they have viewed.
4. Monitor your children’s devices and discuss their online behavior in a supportive way ensuring they know where and how they can access help if they need it.

If you would like further information about how to keep your child safe online, please see our [Online Safety information](#) on the school website.

Thank you,

Miss Shelton and Miss Morton