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Dear Parents/Carers,

It has been brought to my attention that a sinister character going by the name of 'Huggy Wuggy' is being viewed by our children online, although it has a 12+ rating.

Huggy Wuggy appears in the game "Poppy Playtime." It is a visually disturbing character, who actively follows you around as you play the game. It appears in the dark unexpectedly to try and catch the players. Our main concern is that it is a very deceiving character, as hugs should be seen as something kind and loving, and because of its cute name, it is able to infiltrate firewalls and filters.

I would also like to remind you that there are multiple risks that can arise from children and young people being exposed to frightening content before they are prepared:

- **Added anxiety and stress** – Children and young people are still growing and learning. They may not be at a level of emotional maturity that would be able to process frightening content, even if it is intentional. Horror games could hamper that growth by creating unnecessary anxiety and stress.
- **Intrusive thoughts** – Everyone has the 'thing that goes bump in the night.' If children play this game or watch it, the Boogeyman could easily be replaced with characters like Huggy Wuggy. This could cause children to lose focus or sleep and could interrupt family rest cycles.
- **New fears** – The manipulation of child-friendly items into threatening characters exploits the sense of security a child would feel around these things. They may suddenly be terrified of something that had never been a worry before.

Best wishes,
Mrs Waplington

