

# Buckland Primary School

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Headteacher: Mrs Rebecca Hutton



## E-Safety Update

Dear Parents and Carers,

Some children in school have been discussing online characters called **Huggy Wuggy** and **Mommy long legs** which are from a game and TV show called Poppy Playtime. The animated character goes by the friendly name of Huggy Wuggy, leading parents and children to believe the videos are aimed at youngsters and contain no inappropriate material. **However, the blue bear-like creature chases and threatens other characters in nightmarish scenarios, leaving many young children upset and frightened.**

The character is from a survival horror game called Poppy Playtime, but has been made into popular videos which appear on YouTube and have seemingly slipped through parental controls. Poppy Playtime first appeared on Steam and is made by indie developer MOB Games. In it, the player plays as a former employee who is revisiting an abandoned toy factory previously owned by the game's in-universe company Playtime Co.

It is available on the App Store and Android store and has a **PEGI 12** rating, meaning it is **only suitable for people over 12**. Toys representing the character are sold on Amazon. The Huggy Wuggy character has also been recreated on Roblox, a virtual community where users can create their own 3D worlds with their own game players.



### What is Poppy Playtime?

The game involves staying alive in a horror puzzle adventure. Within the game, vengeful toys wait for players in the abandoned toy factory. Players must grab packs in order to hack electrical circuits or nab anything from afar. As players explore the mysterious facility you try not to get caught.

This game is **not** suitable for primary aged children as it contains some frightening and disturbing content that is very upsetting to view.

I have included images of these characters as many children have been talking about Huggy Wuggy and Mommy Legs. I have also included some information on age rating to help you when choosing appropriate content online.

I hope you find this useful. If you have any questions regarding this or any other games please email the school on [info@bucklandprimary.surrey.sch.uk](mailto:info@bucklandprimary.surrey.sch.uk)



Yours Sincerely,

Debbie Houghton  
E-Safety Co-ordinator

