

# Queen's Inclosure Primary School

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## Online Safety Alert – Huggy Wuggy

8 April 2022

Dear Parents and Carers,

It has been brought to our attention that a character named “Huggy Wuggy” is being viewed by children online and is being talked about in school. The character can be very easily viewed on TikTok, YouTube and has been recreated in Roblox. It is a teddy bear with razor-sharp teeth that sings worrying songs about hugging and killing. In one of the videos, the bear asks the viewer to take their last breath. It is a very deceiving character, as hugs should be seen as something kind and loving, and because of its name, it's able to infiltrate firewalls and filters.

For more information visit:

<https://oursaferschools.co.uk/2021/12/03/poppy-playtime-online-safety-review/>

### **If a child in your care comes across something scary or disturbing online, they should:**

- **Stop** what they are doing and turn off their screen/switch off device
- **Pause** to take a breath and try to stay calm
- **Think** about something else that makes them happy
- **Talk** to a trusted adult about what they saw and how it made them feel

The NSPCC explains that sometimes, innocent searches can lead to not so innocent results. And sometimes, children may look for things because they're curious. It's important to know how to reassure young people and help them know what to do and where to go for support if they see inappropriate content online.

The NSPCC advises that if your child has seen inappropriate content online, you can:

- talk with them about what they've seen – let them know what is, and isn't, appropriate for their age.
- they may have questions about what they've seen – you can get support for yourself by contacting our [helpline](#) to support you with tackling difficult conversations.
- find out how they came across the content so that you can minimise the risk in future e.g. by blocking certain sites and setting up parental controls, or educating your child about following links.
- reassure them they can come to you, another trusted adult or [Childline](#) if they're worried about something.
- get advice on setting up [parental controls](#) and make sure you review them regularly to ensure they are right for your family.
- avoid sharing explicit or inappropriate content you've seen online to raise awareness. Sharing content of physical or sexual abuse is illegal and can be upsetting to the child and others who come across it.
- report any inappropriate, illegal, explicit, identifying or distressing content to [CEOP](#) through their website. We also have more information about reporting content on our [online reporting page](#).

We hope that you find this information useful and will enable you to be extra vigilant about what your child could be watching.

Yours sincerely

Mrs Newland  
ICT Lead