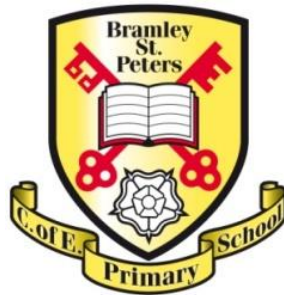


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Internet Safety update for Parents/Carers: Poppy Playtime – Friday 8th July 2022

Dear Parents/Carers,

We have been alerted to an online game called Poppy Playtime, featuring a character called Huggy Wuggy. It is being described by some users as an introduction to horror. Videos, versions of the game, and associated material are becoming increasingly popular on YouTube, Roblox, and other platforms used by young children. Poppy Playtime features frightening images and themes that are paired with child-friendly items. This may be especially upsetting to children who have not yet developed the resilience to deal with disturbing content. Despite this game being available on PC, Apple and Androids, there are multiple copycat versions of it for children to download and play on Roblox, Minecraft, and other app stores. It's important to note that none of these games are age restricted. Poppy Playtime is also a part of the streaming phenomenon on YouTube, with popular YouTubers recording themselves playing the game and reacting to it. While the playthrough videos are not available on YouTube Kids, there are lots of videos with associated content specifically for children that would encourage them to seek out the source. It's important to note that while children may not have played Poppy Playtime themselves, they may have watched a video of someone else playing it.

When online safety experts searched for "Poppy Playtime" with Google SafeSearch and YouTube Restricted Mode turned on, and the exact same top results came up when turned off. Posts relating to Poppy Playtime can be found across Twitter, Facebook, Instagram, and TikTok.

For more information click on the links:

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

<https://oursaferschools.co.uk/2022/04/04/huggy-wuggy-online-safety-review/>

Yours sincerely,

Mrs L Newlands
Assistant Headteacher