

# PIXELLOT POLICY

September 2023



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## INTRODUCTION

Pixellot, the global leader in AI automated video and analytics for sports is the world's first automated multi-camera production solution for ice hockey. Based on Pixellot's award-winning AI technology, it uses a multi-camera array to cover the whole rink. Its AI-automation is customized to deliver all the action as it follows the puck and zooms in to capture the goals.

EIH have purchased Pixellot camera for Junior Teams and the recording using a Pixellot camera for junior games became mandatory on 1<sup>st</sup> January 2023.

The rationale for the mandatory recording of junior games covers both our safeguarding responsibilities and our disciplinary responsibilities along with the added benefit of the participating clubs being able to use the footage for their own training purposes.

## POLICY

- As of 1<sup>st</sup> January 2023, is a mandatory requirement of all Junior Teams to use a Pixellot camera to record game day footage. If there is a technical reason that a game is not recorded an email **MUST** be sent to [info@englandicehockey.com](mailto:info@englandicehockey.com) giving the reason and the expected resolution date. Failure to do so may result in a fine. We expect that clubs will ensure the camera is in operational order in good time before the game is due to commence.
- The footage remains the property of EIH and must be made available to EIH. This is done through granting EIH access to the VidSwap platform. Failure to do so will mean use of the platform may be suspended and failure to record any matches during this period may result in a fine.
- The footage is to be shared with the opposing Team **ONLY**. The two teams may use the footage for training and development purposes. The footage is not to be shared beyond the membership of the two teams and the footage is not to be distributed on social media or any media platforms. Any individual (child or adult) found to be sharing the footage beyond the agreed basis of team only use or on social media will receive a fine of £50, in addition to this the associated club will also receive a fine of £100.
- The Pixellot camera must be kept in a clean, dry and secure location and stored within its provided casing. Any damage to the camera or its fixtures and fittings must be reported to EIH as soon as possible. Clubs/Teams will be responsible for the repair costs.
- It is the responsibility of the club to ensure the camera is well maintained and kept in a clean condition.

- If a club owns their own Pixellot camera, they are requested to follow the relevant points in this policy - the mandatory recording of games, and the release of requested footage to EIH for the purpose of disciplinary and safeguarding reason. Clubs using their own Pixellot camera **MUST** adhere to all the points within the Photography and Filming policy.

