

HI-REZ STUDIOS POLICY FOR STREAMING VIDEOS AND VODS (VIDEOS-ON-DEMAND)

Last updated on July 12, 2018.

Hi-Rez supports fan creators who wish to create and contribute to the community. This Hi-Rez Studios Policy for Streaming Videos and VODs (the “Video Policy”) sets forth the conditions under which you as a creator of community video content (“Video Content”) are permitted by Hi-Rez Studios, Inc. (“Hi-Rez”) to broadcast, stream, publish, publicly display, publicly perform, distribute, or other similar usage of certain Hi-Rez assets. Please read these terms carefully as your use of our materials in your Video Content, and our non-objection to such use, is subject at all times to the terms of this Video Policy.

May I use Hi-Rez video content in my Video Content?

Yes! Though only under certain conditions. Subject to the requirements of this Video Policy, our Terms of Service and Use, and the End User License Agreement (“EULA”) for the applicable game and any applicable law, you may use Hi-Rez Materials in your Video Content. “Hi-Rez Materials” means:

- (a) art, text, gameplay footage, screenshots, images, audio, or other audiovisual assets from Hi-Rez’s software titles, including but not limited to Paladins®, Paladins Strike™, SMITE®, Hand of the Gods: SMITE Tactics™;
- (b) promotional Hi-Rez patch video content, namely patch notes, teasers, showcases, and overviews; and
- (c) the Hi-Rez trademarks, services marks, and logos available for use, as currently set forth at <<http://www.hirezstudios.com/hi-rez/press>> and as modified by Hi-Rez from time to time (collectively, the “Press Marks”), but only to the extent incorporated in the audiovisual assets referred to in (a) and (b) above. You may not use these marks (i) on your pages; or (ii) to suggest, in any medium, any official involvement, sponsorship, or endorsement by Hi-Rez or its affiliates.

The Hi-Rez Materials **do not include** any cinematic trailers and Esports or community event footage, including any tournament gameplay footage and associated casting or commentary, and any use of the foregoing without a specific written agreement with Hi-Rez is prohibited.

Obviously, the Hi-Rez Materials, and this Video Policy, only cover assets owned by Hi-Rez. If you use anyone else’s content, you are solely responsible for getting permission from the appropriate owner.

By using the Hi-Rez Materials, you agree that Hi-Rez may refer to or otherwise use the Video Content and any associated information for marketing or promotional purposes, including for example, but not limited to, sharing your Video Content on our social media channels and displaying your Video Content in a “Top Plays of the Week” or other similar video compilation. We like to help promote you!

Who can use this Video Policy?

This Video Policy only applies to community streamers or content creators acting in their capacity as natural persons. If you are part of a company interested in using the Hi-Rez Materials or any other Hi-Rez intellectual property, please reach out to bizdev@hirezstudios.com for all license inquiries.

Am I allowed to have advertisements in my Video Content?

Yes, but only if you are doing so as part of an official partner program operated by YouTube, Twitch, or other similar online video publication platform. Please don't write to us to confirm permission with the partner program. We cannot answer all such requests. Point them to this page instead.

Am I allowed to make money from my Video Content?

For advertisements, see above. Otherwise, your use of Hi-Rez Materials must be **non-commercial only**.

This means you cannot sell, license, or receive any kind of compensation for your Video Content, including but not limited to locking your Video Content behind a pay wall or forcing viewers to pay a fee to view your Video Content. Your Video Content must be free to the public to enjoy, forever. Our games are free-to-play, and so must be the Video Content!

What if I'm participating in an official Hi-Rez content creation program or contest?

If you're participating an official content creation program or contest operated by Hi-Rez, your use of Hi-Rez Materials is also subject to the applicable program or contest's rules. Please refer to our Legal FAQ page for program and contest rules.

Limitations on Use

We reserve the right to deny the use of the Hi-Rez Materials or withdraw the ability to continue using Hi-Rez Materials at any time for any reason without notice or liability to you. Reasons can include but are not limited to:

- any action or inaction that brings Hi-Rez or any Hi-Rez video games or other properties, or content of third parties into public disrepute, contempt, or scandal, or that shocks or offends the community or any group or class thereof, or that otherwise associates the foregoing with any prohibited activities, including but not limited to gambling, narcotics, pornography, firearms, prescription medication, alcohol, tobacco, or other activity or product as Hi-Rez may prohibit in its reasonable discretion;
- use of any Hi-Rez Materials on any website, video, or other content that features defamatory, pornographic, or inflammatory content, including, without limitation, hacks, and cheats for any Hi-Rez products or services or any content that Hi-Rez finds objectionable or unlawful; or
- any action or inaction which infringes upon the rights of Hi-Rez or third parties.

Please keep it classy!

Do I have to include any legal notices or disclaimers?

If you use any Hi-Rez Materials, you must include the applicable notice below:

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