Facit

Case study:

Wembley Park

Facit's Identity Cloak significantly reduced video redaction time and manual effort for Wembley Park, ensuring operational integrity.

Overview

Wembley Park, located in the London Borough of Brent, is a busy and expanding area known for Wembley Stadium and OVO Arena Wembley.

Objectives

- Gather and operate video footage with integrity
- Ensuring compliance with GDPR and other data protection laws
- Ensure the safety of staff members
- Dramatically reduce video editing time and manual effort

> “Our staff have gained invaluable time, improved data protection, and can now respond to requests quickly and professionally, all thanks to this bespoke compliance platform, Identity Cloak.”

Wembley Park, located in the London Borough of Brent, is a busy and expanding area known for Wembley Stadium and OVO Arena Wembley.

Beyond these landmarks, the area has undergone significant redevelopment over the past two decades. It now includes residential buildings, offices, retail spaces, a public park, schools and hotels that form a busy, mixed-use urban environment.

With tens of thousands of people passing through every day – and many more during football matches, concerts and major events – public safety is a high priority.

High levels of footfall make extensive surveillance a necessity for safety and coordination among public and private security teams. Plus, with this level of monitoring comes the critical challenge of protecting individual privacy and complying with data protection laws.

The Challenge:

Managing High Footfall with High-Performance Security

On event days, the Wembley Park area becomes a security hot spot, requiring coordination between Brent Council, the police, emergency services, private security contractors, stadium staff and Wembley Park’s in-house staff. The site has extensive CCTV systems and operatives use body-worn cameras that record footage for real-time response and post-incident analysis.

But with all those cameras comes a big administrative and legal headache: complying with Subject Access Requests (SARs) under the General Data Protection Regulation (GDPR).

SARs allow individuals to ask for video footage of themselves – and when data holders have to fulfil a request, they must redact (mask) the identities of all other people in the video.

At Wembley Park, fulfilling these SARs had become a time-consuming and labour-intensive process. Staff were using Adobe Professional to redact faces frame by frame – a process that took hours of manual effort and concentration to get right.

> “By adopting Identity Cloak Wembley Park can meet **legal obligations**, support insurance investigations, reduce liability risks and **build public trust** in how it handles surveillance data.”

"It takes us one or two minutes to retrieve the video and usually about half an hour to process and output a compliant record of events. That's compared to the hours it used to take to redact video and the resource drain on Wembley Park. Identity Cloak is easy to use."

Savio Fernandes
Wembley Park's Site Security Manager

The Solution:

Facit's Identity Cloak – A Purpose-Built AI Video Redaction Tool

To simplify SAR compliance, Wembley Park implemented Facit's Identity Cloak – an AI-powered video redaction platform that automates the masking of personally identifiable information (PII).

What Identity Cloak does:

Uses computer vision and deep learning to detect and redact faces, bodies, licence plates, computer screens and signage.

Isolates the subject of the data request so only their identity remains visible.

Outputs compliant video files ready for secure sharing – usually in minutes, not hours.

Key Features:

Object recognition and classification

The AI system detects specific PII elements across frames, even in variable lighting or crowded scenes.

Tracking algorithms
Once detected, the software follows moving objects (like faces) across frames to ensure consistent masking.

Subject selection
Staff can select the person(s) of interest to either blur them or keep them clear.

Export
Securely export the redacted video in Avi or Mp4 format.

Results:

Faster Response, Better Compliance and Less Work

By moving from a design-focused editing tool like Adobe to a bespoke compliance platform, Identity Cloak, Wembley Park staff have gained back time, improved data protection and increased their ability to respond to requests quickly and professionally.

And cost savings too. With Identity Cloak, Kingston saves staff time and only need one licence instead of multiple editing software subscriptions.

Additional Use Cases

Incident Evidence and Legal Requests

In a busy public space like Wembley Park, incidents happen – from minor falls, car park and traffic issues to more serious criminal matters. When an incident occurs, individuals, insurers or legal teams may request CCTV or body cam footage.

For example, if there is an accident in the car park. Kingston can respond without exposing the identities of bystanders or other employees as faces, vehicle licence plates and signage are all reliably anonymised.

Innovating Ahead, Together

The partnership between Wembley Park and Facit is continuing to evolve. As Facit is continually dedicated to improving their systems, new features like Audio redaction and Video trim will prove to be useful throughout the busy environment of Wembley.

This will allow the company to further streamline its response processes by redacting synchronised video feeds.

Now with Identity Cloak, Wembley Park staff can:

Retrieve the relevant footage.

Redact it to be GDPR compliant.

Deliver it via a secure, expiring link – to maintain privacy and protect data efficiently.

> "With tens of thousands of people passing through every day – and many more during football matches, concerts and major events – **public safety is a high priority**."

Conclusion

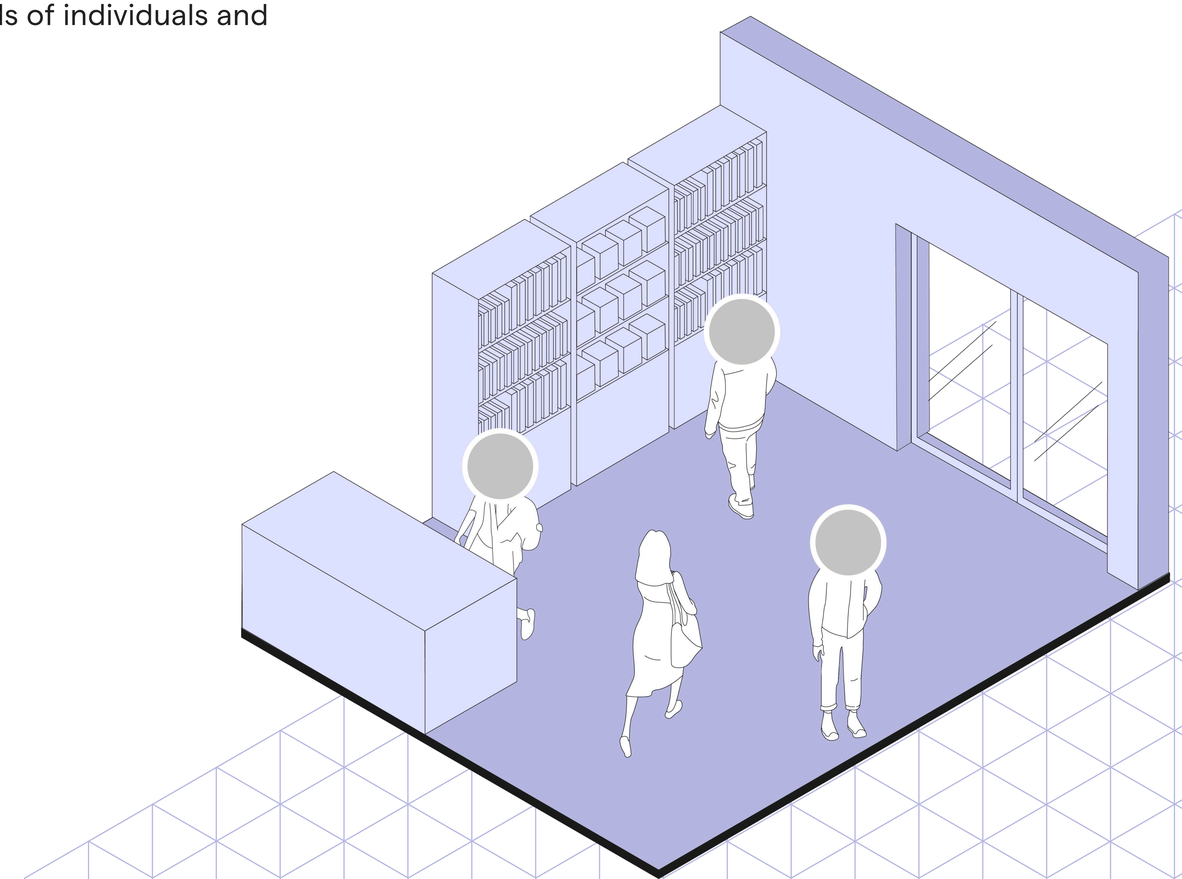
A Smarter, Safer Public Space

The implementation of Facit's Identity Cloak has enabled Wembley Park to modernise its video redaction, reduce the burden of GDPR compliance and keep up with the demands of a growing, high footfall destination.

As the area continues to grow, Wembley Park's investment in AI video
compliance technology means that it can maintain privacy standards, protect its visitors and respond quickly to the needs of individuals and organisations.

Stay on top of compliance with Identity Cloak

Facit's Identity Cloak video redaction software is quick and easy to use. Redact footage within minutes to ensure privacy for all.



About Facit

Cutting-edge compliance and video analytics software

Solve problems, create opportunities and enhance business operations

23	80+	2
Countries where Facit solutions are developed	Current customers	Technology patents granted

Commitment to quality. Simplicity. Excellence. Innovation

Commitment to quality
We offer consistently high-performing products thanks to years of in-depth team experience and innovative testing.

Simplicity
We offer simple solutions to complex problems, saving you time and resources.

Excellence
We help our clients future-proof their organisations with compliant document and video redaction solutions.

Innovation
We work with the brightest minds from around the world to deliver innovative solutions for our compliance and video analytics clients.

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Facit

8 Rankin House,
Murdoch Court, Knowlhill,
Milton Keynes, MK5 8GB, UK

+44 (0)3700 610 498

info@facit.ai

www.facit.ai

Connect with us