Adobe on AI: Ethics and the Evolution of AI Governance with Agents

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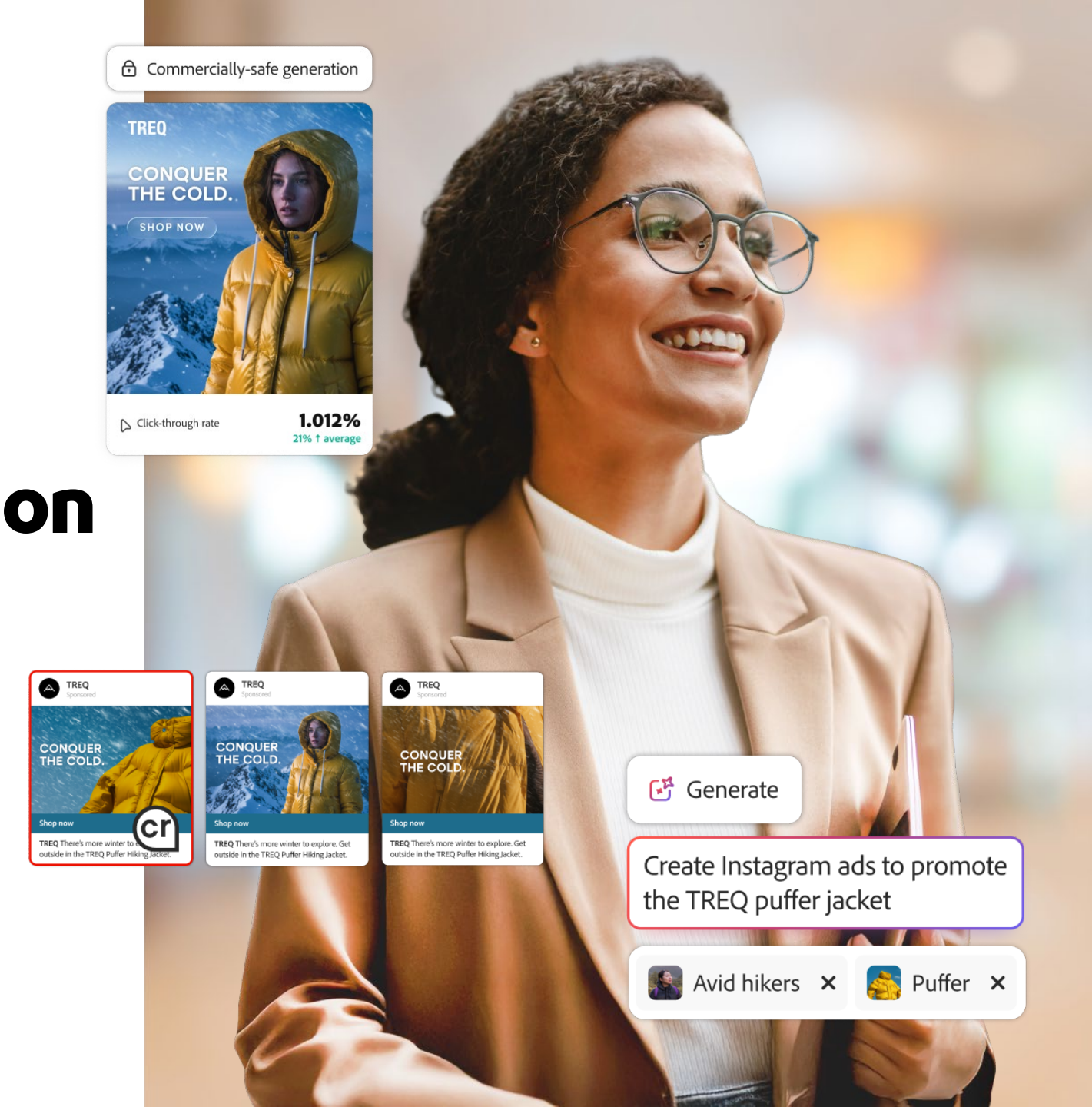
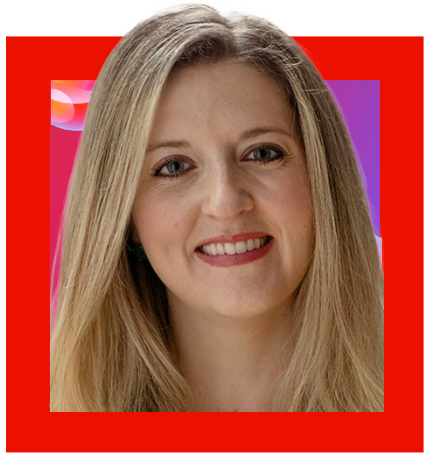


Featured speakers



Lindsay Morris

Principal Global Content Strategist

Adobe

Emily McReynolds

Global AI Strategy, Digital Strategy Group

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Grace Yee

Senior Director, Ethical Innovation

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Steph Ballard

Director of Responsible AI Practice

Microsoft

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Agenda

Foundations of AI governance

Managing brand risk and AI governance in GEO

Adobe x Microsoft panel: Future of AI governance with agents

Live Q&A

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Foundations of AI governance

Emily McReynolds

Global AI Strategy, Digital Strategy Group

Adobe

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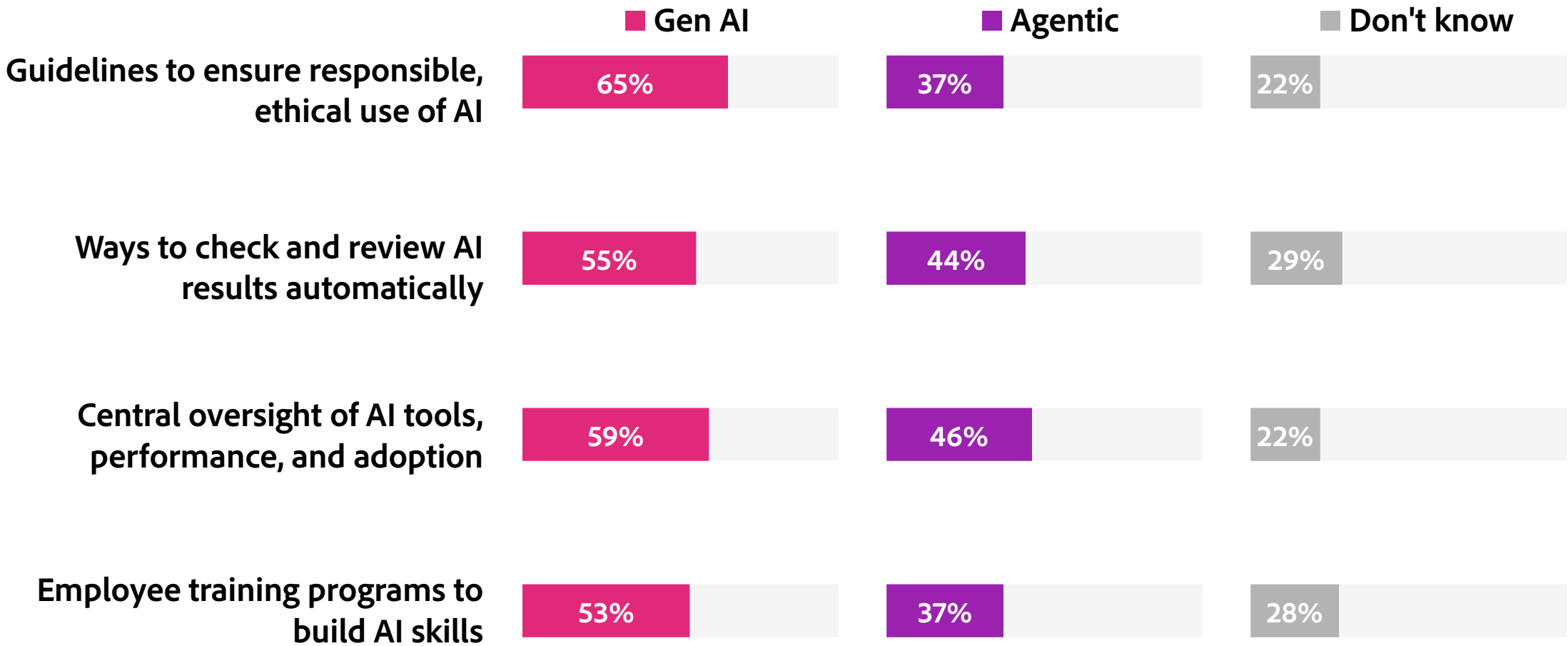
Organizational self-evaluations for preparedness

Foundational tools investments to enable widespread adoption of generative and agentic AI



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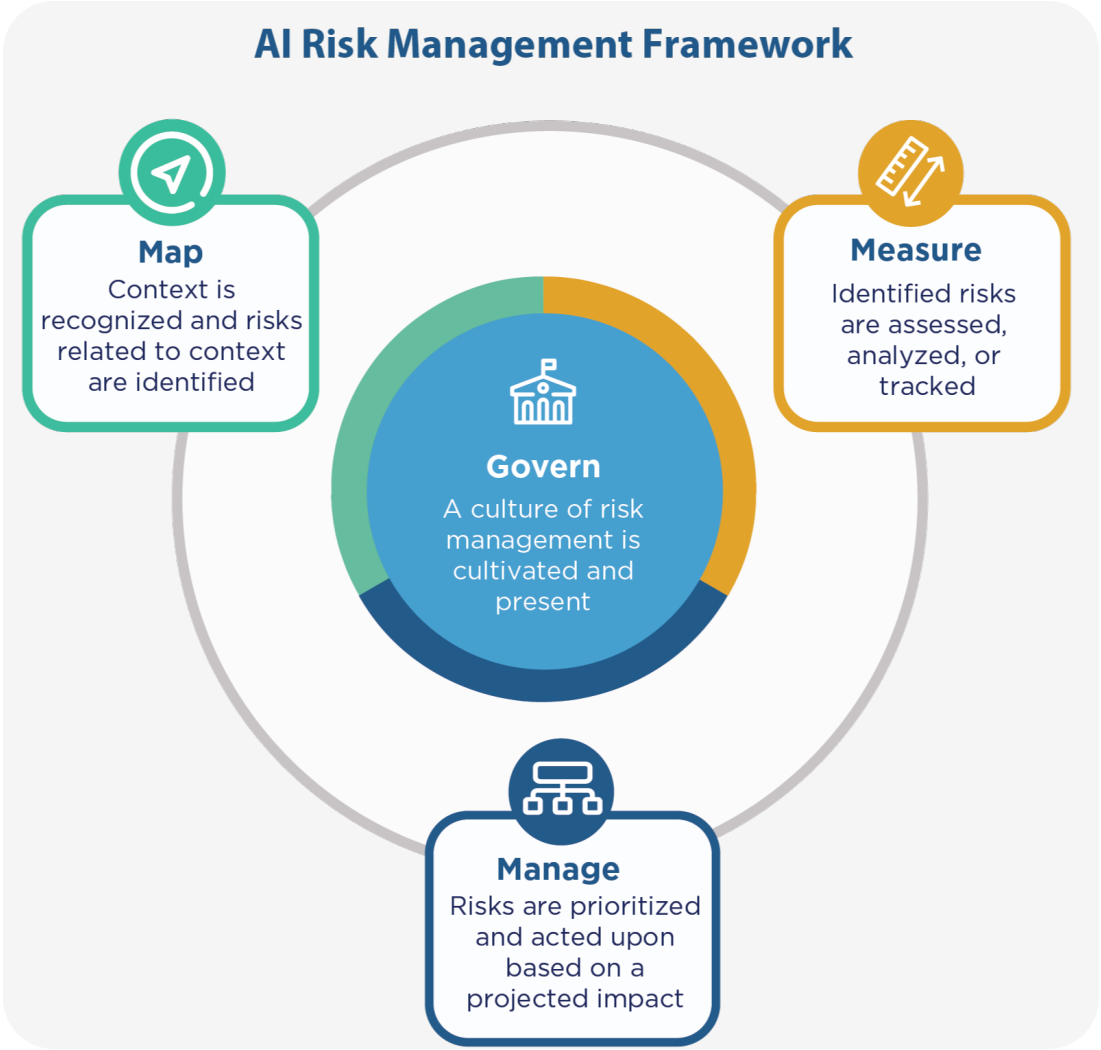
AI governance framework examples: NIST & Singapore



Singapore

Model AI Governance Framework for Agentic AI

1. Assess and bound the risks upfront
2. Make humans meaningfully accountable
3. Implement technical controls and processes
4. Enable end-user responsibility

Four dimensions of the MGF for Agentic AI

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Understanding AI governance considerations

Stakeholders

- Legal
- Privacy
- Security
- Procurement

Topics of Concern

- Data use for training
- Intellectual property
- Copyright indemnification
- AI testing
- Pen testing

How Concern is Voiced

- Are you training on my data?
- How do you ensure data compliance?
- What security audits have been conducted?
- What liability do you assume for errors or bias?
- What are IP terms for generated content?

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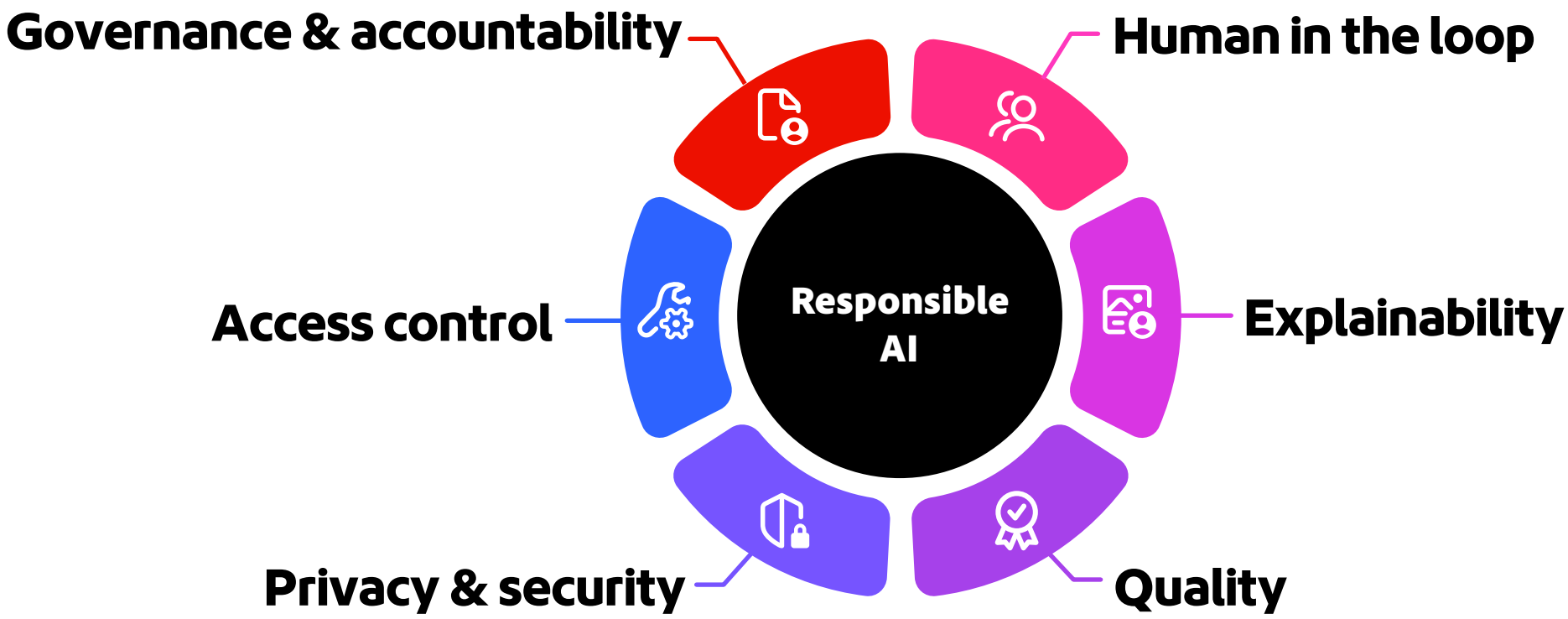
Components of responsibly built agents



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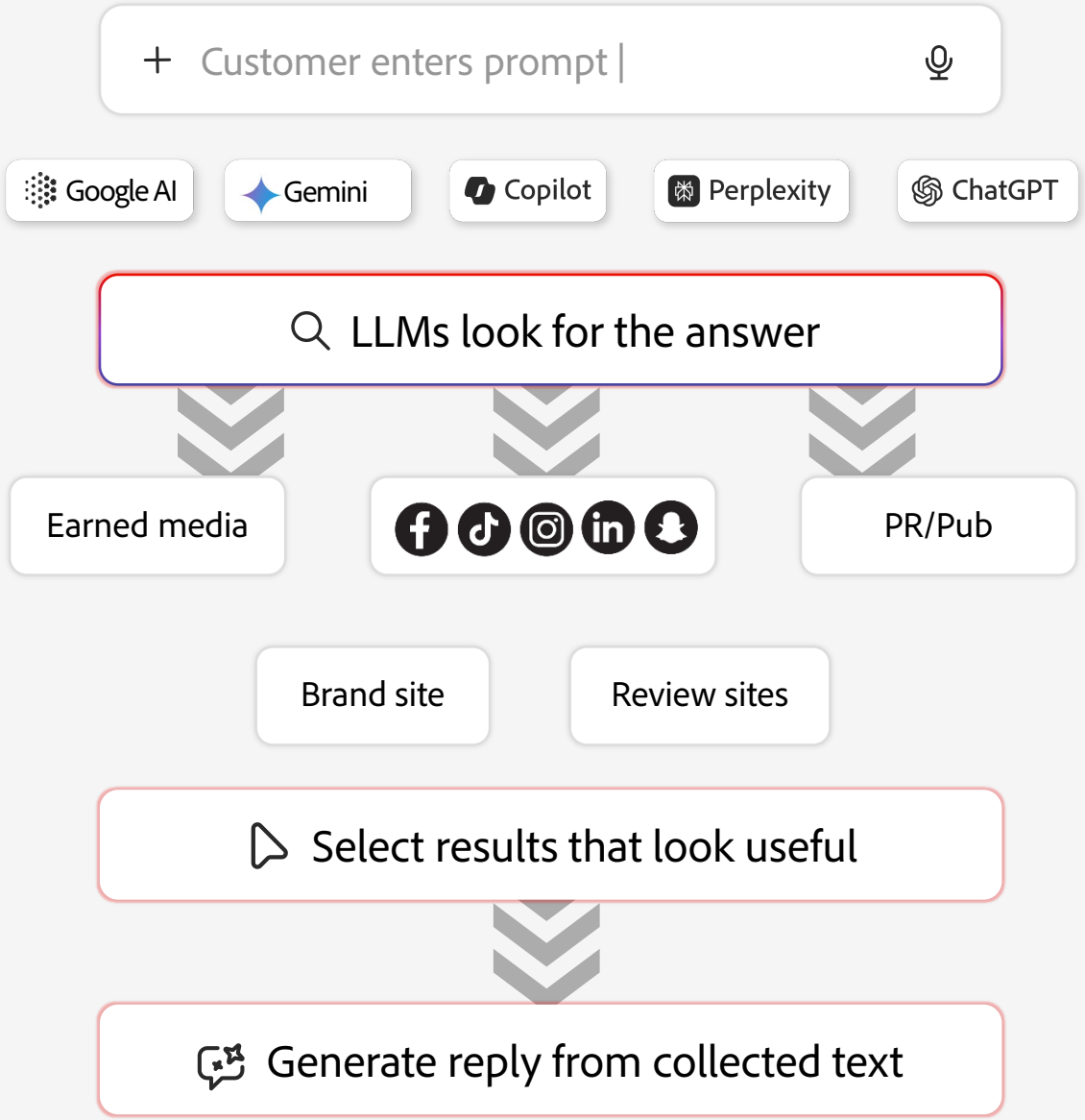
Adobe LLM Optimizer

Managing brand risk and AI governance in GEO



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Panel: Future of AI governance with agents

Emily McReynolds
Global AI Strategy, Digital Strategy Group
Adobe

Steph Ballard
Director of Responsible AI Practice
Microsoft

Grace Yee
Senior Director, Ethical Innovation
Adobe

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Q&A

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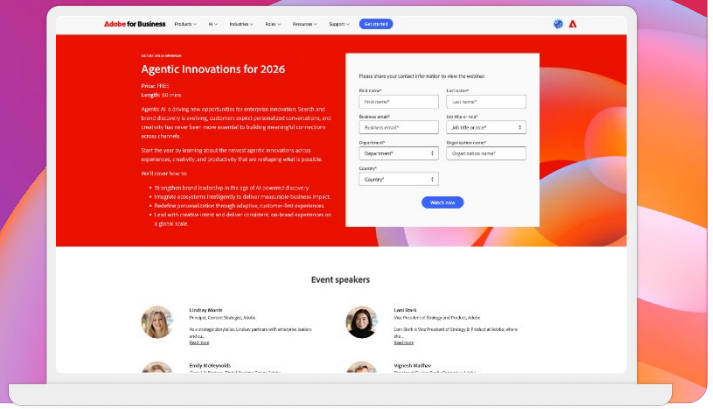
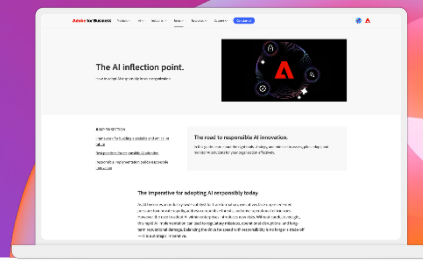
Related resources

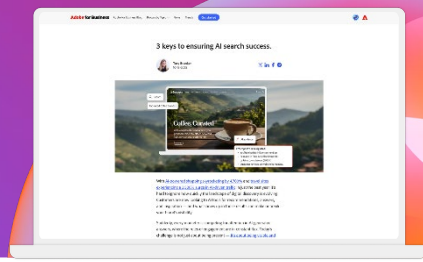
On-demand Webinar: Agentic Innovations for 2026



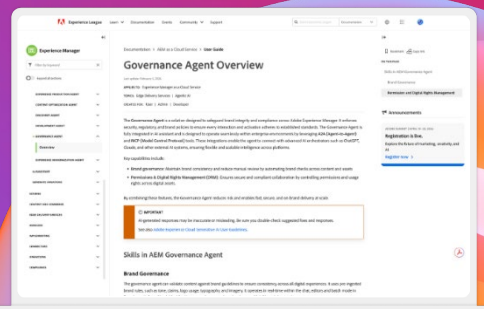
The AI inflection point



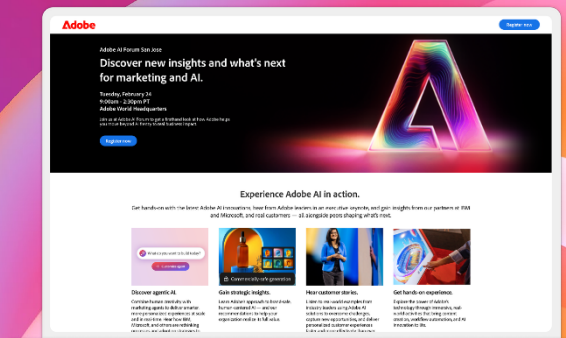
3 keys to ensuring AI search success



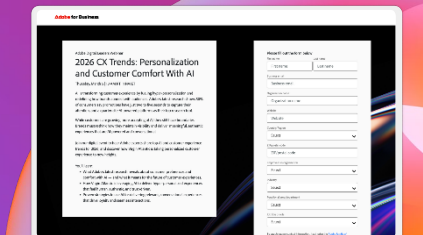
Governance Agent Overview



Upcoming Event 2/24: Experience Adobe AI in action



2026 CX Trends: Personalization and Customer Comfort With AI



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