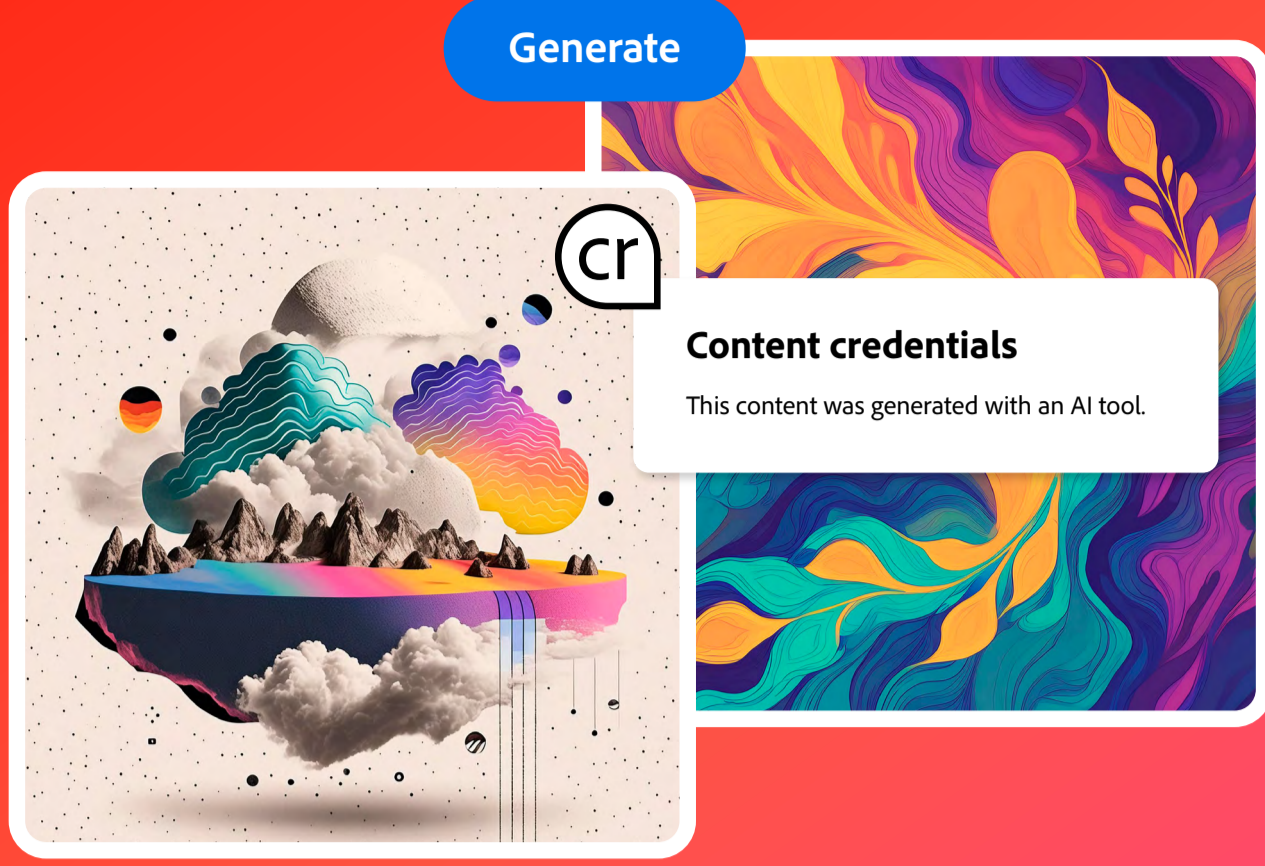


Create with confidence.

Using generative AI with integrity.

Transform content creation and achieve high-quality results with generative AI power.



Confidence in generative AI as a business tool is on the rise.

72% of global consumers say generative AI will improve their customer experiences.

Having “strong guardrails in place to ensure it is used ethically” ranks top among consumer priorities.

Source: Adobe

Protecting businesses and creators.

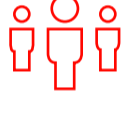
Adobe is setting the industry standard for responsible generative AI.



Responsible development
Models are trained on licensed and public domain content.



Accountability
Customers and community members can give feedback and report issues, which Adobe reviews and addresses.



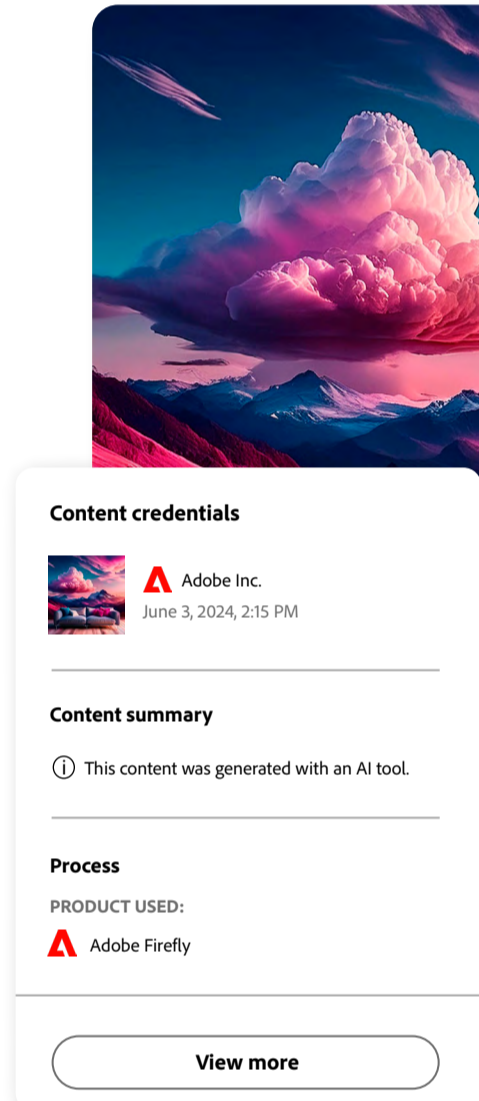
Diversity and inclusion
The AI training process is overseen by people trained to detect and prevent bias.



Transparency
All generated content features provenance details and Content Credentials, a form of tamper-proof metadata, ensuring traceability for our customers.



Security and privacy
Models are never trained on your proprietary data.



Discover Adobe Firefly

A family of generative AI models, Firefly is designed to be safe for business, scalable across teams, and customizable to your brand.

Indemnification for enterprise customers.

Adobe offers an indemnification option for enterprise customers that covers all outputs generated by Firefly.

“We’ll indemnify Firefly’s output if it looks like someone else’s work and is a copyright infringement because we know where we got it.”

Dana Rao, Executive Vice President, General Counsel and Chief Trust Officer at Adobe

The many benefits of content production powered by Firefly.

Adobe Firefly makes it possible to generate on-brand content variations across channels, asset sizes, colors, and more.



As a creative technology leader committed to authenticity, Adobe is the partner you can trust to help you accelerate ideation and scale content production—responsibly—across your enterprise with ethical generative AI.