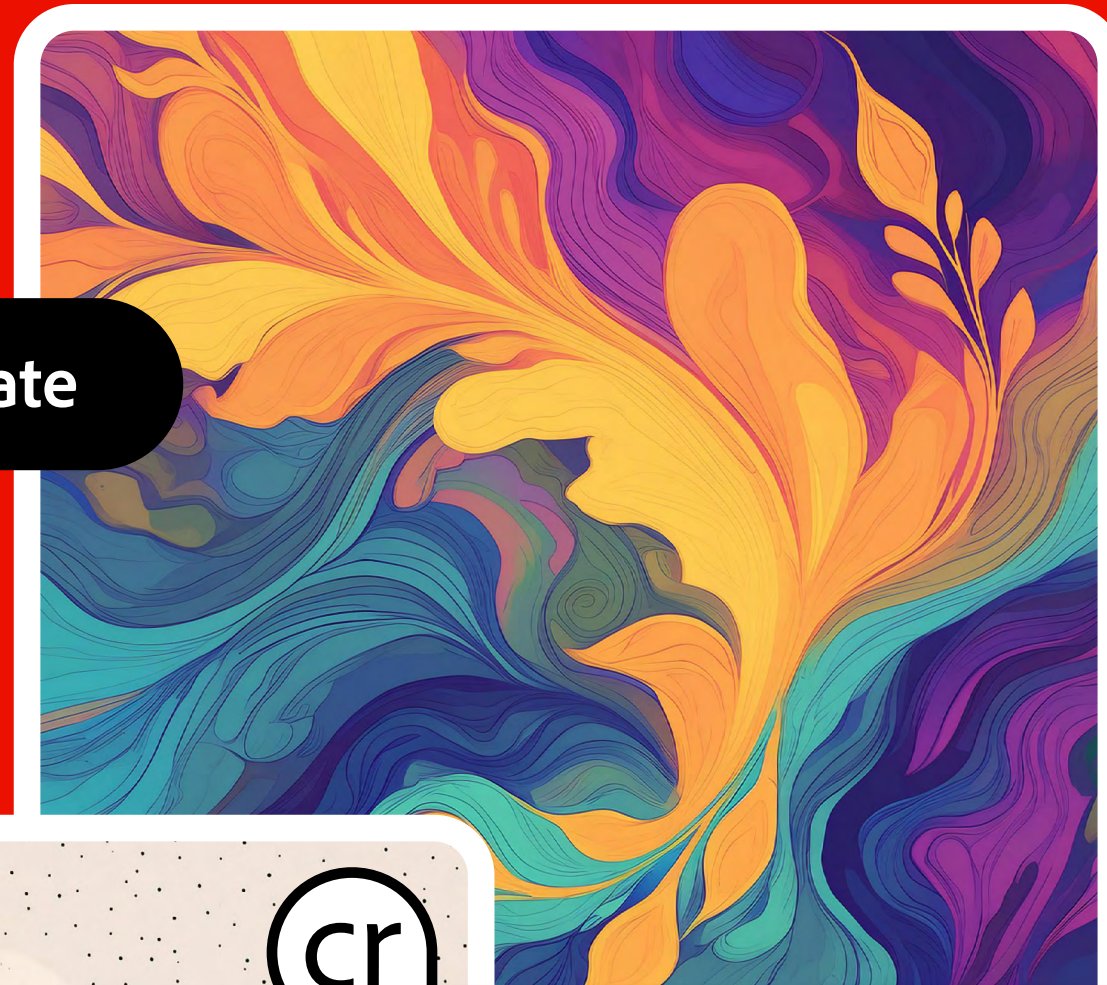EBOOK

Create with confidence.

Using generative AI with integrity.

Generate

cr

Content credentials
This content was generated with an AI tool.

Adobe Creative Cloud

Achieving scale with generative AI.

In the current digital landscape, businesses using traditional methods of content creation find it increasingly difficult to produce the vast amounts of content required to catch and keep customers' attention. Generative AI has emerged as a disruptive solution, and global consumers and professionals alike are optimistic. An Adobe survey found that **72% say generative AI will improve their customer experiences.**

Though excited about generative AI's potential to transform content creation, consumers also want the technology to be used responsibly and ethically. While innovative organizations understand that generative AI can help automate repetitive tasks, scale content variations, and speed up time to market, they also want to know that it can be trusted to help them achieve high-quality, ethically sound results.

This guide explores how businesses can use generative AI confidently with the safety and quality of Adobe Firefly.

In this eBook, we will explore:

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

Source: *Adobe*

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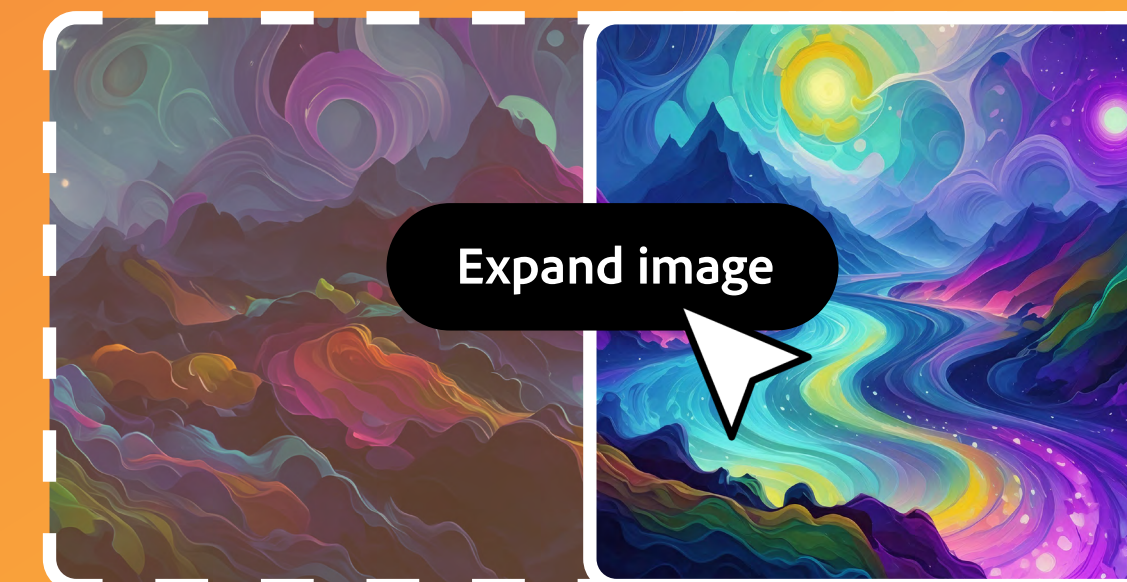
Discover Adobe Firefly.

Adobe Firefly is a comprehensive family of creative generative AI models integrated into the world-class Adobe apps you know and love. Together with Adobe Express, it is designed to help you amplify creativity, drive efficiency, and scale your brand— all while maintaining the highest standards of commercial integrity.

Here's what Firefly offers:

- **Highest quality and broadest range of generative modeling:** Professional-grade training data combined with decades of research and experience in media tech across imaging, vector, video, audio, design, and more contribute to fast, accurate, on-brand results.

- **Integrated into your workflows:** Deliver business value by using Firefly capabilities across Adobe applications, as a standalone product, or directly in enterprise workflows.

- **Ethical and designed to be safe for business:** Firefly models were trained on licensed content, such as Adobe Stock, and public domain content where copyright has expired and is built to mitigate bias across gender, age, race, ethnicity, and disability.

- **Customizable to your brand:** Train your own Firefly models with your brand's styles, objects, and imagery, and centrally set controls and templates to drive brand consistency.

What is generative AI?

Artificial intelligence (AI) uses a machine learning model, large datasets, and pattern recognition to produce specific results, such as personalized recommendations, voice recognition, language translations, and much more. Generative AI is a category of artificial intelligence that creates something new, such as text, images, videos, and digital experiences. In the case of image generation, the AI model is trained on hundreds of millions of images to learn patterns and produce new images based on its dataset.

clouds in a 3D rendered surreal world   Generate
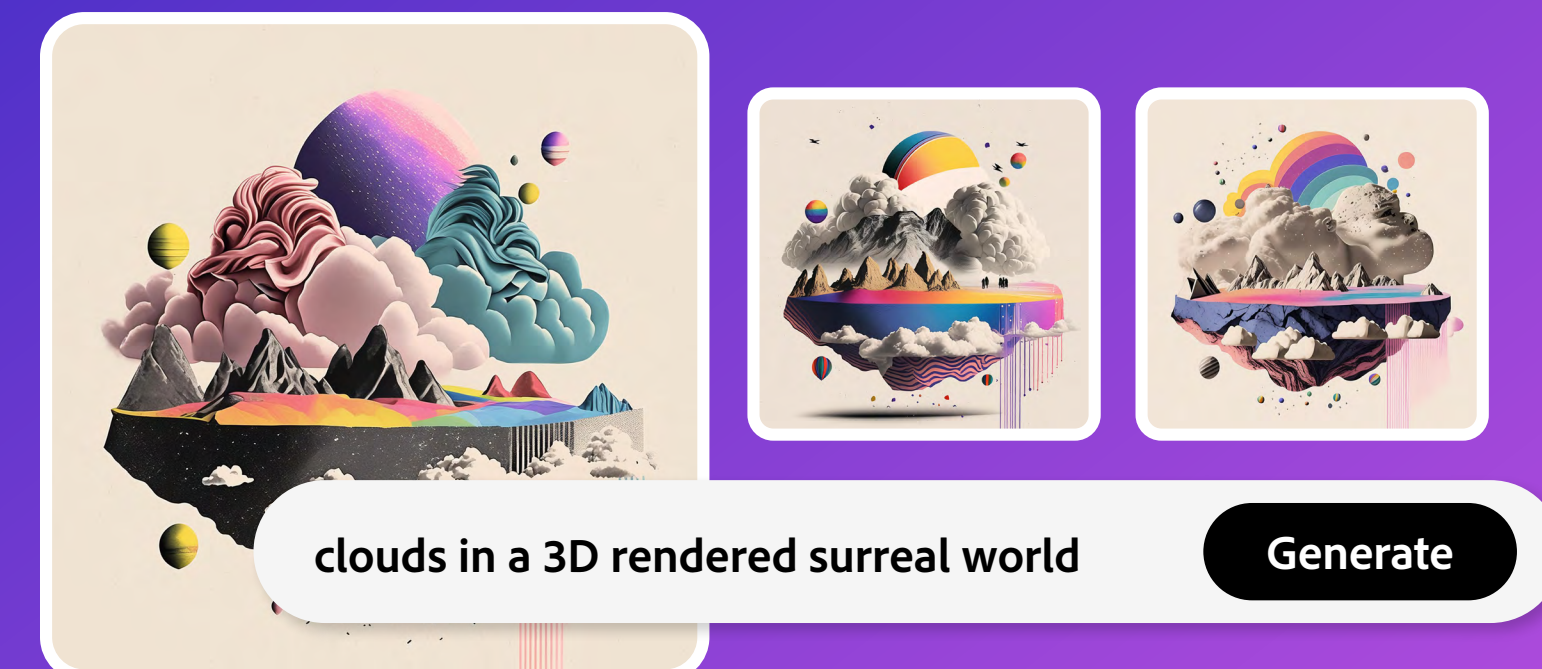
Adobe's approach to responsible AI.

Adobe believes that AI will enhance human creativity and drive value in the increasingly complex digital landscape. Tapping into AI to enhance the creative process, however, is a significant undertaking that requires a thoughtful approach.

Responsible development that goes beyond code.

Our AI Ethics Principles guide how we develop our AI technologies. AI features are developed and deployed in accordance with our three main principles.

· **Accountability** means that we take ownership of the outcomes of our AI-assisted tools.

· **Responsibility** means that we design and maintain our AI technology with thoughtful evaluation and careful consideration of the impact of its deployment.

· **Transparency** means that we are open about our use of AI with our customers, so they understand our systems and the controls they have when using our AI-assisted tools.

Building trust with Content Credentials.

Adobe is a founding member of the Coalition for Content Provenance and Authenticity (C2PA), creating the global Content Credentials standard for content authenticity and AI transparency.

Creators can add information about themselves and their creative processes directly to their content when it is exported or downloaded. This ensures they receive appropriate recognition for their work. Consumers know who created the content as well as when and how it was created.

Ultimately Content Credentials build authenticity and trust, and they help prevent the spread of online misinformation.

A commitment that protects businesses and creators.

Adobe's commitment to responsible AI means businesses and creators can trust what they're generating. Firefly is designed to be inclusive and safe for business:

Responsible development

Responsible development starts with inbound data review. Our Firefly models are trained on licensed and public domain content that meets our AI Ethics Principles, governance standards, and legal compliance.

Accountability

Each feature undergoes an AI Ethics Impact Assessment to evaluate use cases and reduce the potential for harm and bias. They also undergo legal review before being deployed. We stand by the outcomes of our AI-assisted tools. We address concerns, which users can submit via a feedback system, take ownership of any issues, and have dedicated resources to resolve them.
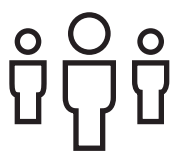
Diversity and inclusion

We are focused on addressing harmful biases across gender, age, skin tone, and other sensitive human attributes. Our processes are designed to evaluate and mitigate harmful biases in our AI features.
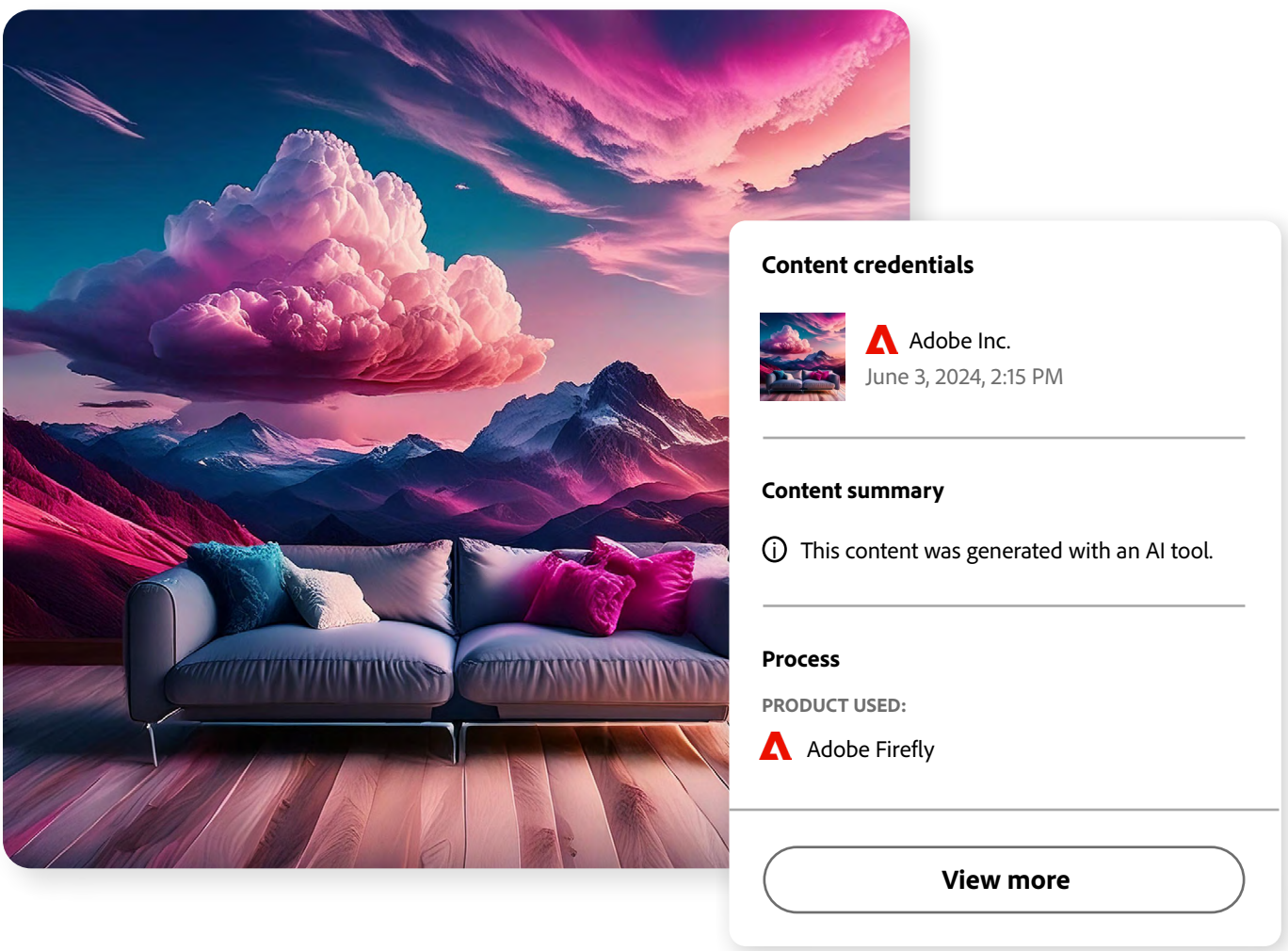
Transparency

We have developed industry-wide standards for the responsible use of generative AI tools. Firefly attaches Content Credentials and provenance details to all generated assets, ensuring traceability for our customers.

Security and privacy

Your enterprise content remains secure with Firefly. We prioritize your privacy by ensuring that our foundational Firefly generative AI models are not trained on your proprietary data, safeguarding your information.

Indemnification: Our commitment to businesses, big and small.

Adobe Firefly caters to businesses of all sizes and is designed to handle your creative needs. But we also know that incorporating new tools and technologies into your business, especially innovative generative AI solutions, can feel like navigating uncertain and legally complex territory.

With this in mind, Adobe has taken a proactive stance to show businesses that we've gone the extra mile to ensure your safety and help you to feel confident in our product with our indemnification option, which, at its core, is about protection and insurance.

"If you get sued on a Firefly-generated output, we'll step in as part of our enterprise contractual agreement and indemnify you. What are we going to indemnify? 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

Source: TechCrunch

By purchasing an entitlement with a contractual IP indemnification, our enterprise customers can rest assured in the unlikely event of a claim involving a Firefly output, they will benefit from:

Risk mitigation.

Knowing that Adobe backs its products to this extent gives businesses an added layer of confidence. Indemnification reduces the potential financial and legal risks associated with product usage.

Solidifying partnerships.

The Adobe indemnification stance emphasizes our role not just as a vendor or platform provider but as a long-term partner invested in your business's success and security.

Creativity and the cutting-edge belong together. At Adobe, we are making sure our partners can take the leap into the future.

Get started today.

Agility and scale are the name of the game when it comes to content production in this digitally driven economy, and generative AI is the engine powering this new and exciting age. Integrated generative AI can help designers, marketers, and business teams simplify workflows and improve collaboration.

We believe customers should have it all—cutting-edge, reliable tools they can use confidently and a partner to stand behind them. A generative AI product designed to be safe for business can take your marketing to the next level. Interested in learning more? Contact us below or reach out to your representative for a demo.

Contact us

Explore Adobe's approach to responsible innovation in the age of generative AI. Learn more.

Adobe

SOURCES

"Generative AI Will Play a Role in Customer Experiences," Adobe, March 2023.
"Adobe Indemnity Clause Designed to Ease Enterprise Fears about AI-generated Art," TechCrunch, 2023.