



Datasheet

# The Adobe Firefly family of generative AI models



Infusing Adobe's creative applications with generative artificial intelligence (AI), Adobe Firefly generative AI models were purpose-built to improve the creative process and give creators a practical, safe advantage. They are responsibly designed and trained on licensed and public domain content, not customer content.

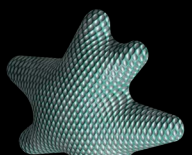
**The Adobe Firefly generative AI models help creators transform ordinary text or image inputs into new, brilliant content in seconds**



## Adobe built and trained Firefly

Building on our decade-plus legacy of AI innovation across our cloud technologies, Adobe built Firefly with a vision to help people expand upon their natural creativity, offering both a standalone website and a technology that powers generative AI features right inside Adobe apps. Using machine learning, Adobe trains these generative AI models on large amounts of licensed and public domain content, which enable the models to "learn" how to generate a multitude of outputs. With a commitment to building AI thoughtfully, we developed and deployed Firefly to align with Adobe's [AI ethics principles](#) of accountability, responsibility, and transparency while reducing risk and harm.

[Learn more about the Adobe Firefly generative AI model](#)



## Firefly was trained solely on licensed and copyright-expired content

With a commitment to delivering generative AI responsibly, Adobe built its Firefly generative AI models with creators in mind, training it solely on licensed content, like Adobe Stock, and public domain content where copyright has expired. Firefly helps reduce the risk of issues like copyright infringement or other unintended outputs so your enterprise can generate content for public and commercial use with peace of mind. Firefly also enables Custom Models to let you easily generate curated content for your brand while maintaining ownership of your original content and data, which will never be used to train the Firefly foundation generative AI model that are available for all customers.

## Firefly is not a decision-making model LLM

In contrast to many generative AI technologies in the market today, Adobe Firefly is not a large language model (LLM) service or search engine and does not return recommendations nor make operational decisions. Instead, Firefly generative AI takes a basic text or image input and produces creative outputs — like filling in or expanding an image, adding or removing objects, or generating a custom graphic. Firefly generative AI models also do not store or contain copies of content from the dataset like many LLM generative AI tools.

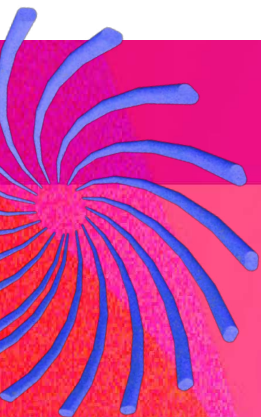
[Learn more about how Adobe Firefly generative AI works](#)

Please reach out to a rep to learn how Adobe is committed to the responsible development of AI technology as we continue to innovate, learn and grow.

## Firefly is not trained on customer content

Adobe does not include enterprise user content in datasets used for generative AI training. While you can grant access to custom training data for Firefly Custom Models, this data remains yours and will in no way be used to train foundational Adobe Firefly generative AI models that are made generally available for all customers.

[Learn more about the content used to train the core Firefly model](#)



**Adobe**