



Datasheet

Adobe Firefly: Data and Content Usage



In a world where customers are increasingly anxious about data privacy, and how generative artificial intelligence (AI) models are trained, we recognize the importance of transparency when it comes to how Adobe and Firefly use your data and how your intellectual property (IP) is protected.

As we continue to evolve with emerging, innovative technologies to help our customers create at their best, we also continue our commitment to protecting our customers' rights in this new era.

You own your content

Any license that you grant to Adobe to operate our services will never supersede your ownership rights. The Adobe Firefly generative AI models were trained on licensed content, such as Adobe Stock, and public domain content where copyright has expired. We also allow companies to bring their own data and train Firefly Custom Models that can be used for their benefit. While you can grant access to custom training data, 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 foundation Firefly generative AI models that are available for all customers.





Adobe does not access your locally stored content

Adobe also will never review or scan content stored locally on your computer in any way. Content uploaded to our services, however, is occasionally scanned to ensure that no child sexual abuse material (CSAM) is being hosted. If our automated system flags an issue, we will conduct a human review to investigate.

[Learn more about Adobe's terms regarding content usage](#)

Firefly generated content is your content

Firefly outputs are considered "Customer Content" as defined in the customer agreement. This means that:

-  You own and control all Firefly outputs, subject to the terms of the customer agreement and any input use restrictions or limitations
-  You are responsible for use of the generated outputs
-  Outputs are the user's confidential information
-  Adobe does not assert any IP rights on generated outputs



Generated content can be used in client projects

Adobe does not restrict content distribution channel methods (e.g., client use cases, movie productions, etc.) for Firefly outputs, and they may be leveraged freely in client projects (e.g., agency use cases). As with the use of all Creative Cloud products and services, however, Firefly outputs cannot be used in an illegal manner (including infringing or violating the rights of others) or in connection with creating, training, or otherwise improving AI/ML models. Whether or not you own the actual copyright to your Firefly generated output depends on the laws of your local jurisdiction.

[Learn more about your usage rights regarding Firefly generated content](#)

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.