

Effective as of 13 September 2023

Firefly IP Indemnification

If you are a customer and your agreement with Adobe includes a link to this page’s URL, then below is the list of Eligible Firefly Features, Eligible Firefly Surfaces, and Export Events that apply to the Firefly IP indemnity. Adobe may update this section from time to time to address additional functionality.

Eligible Firefly Features (1)	Description
<i>As of August 16, 2023</i>	
Text to Image	Allows the user to provide a text-only prompt, which produces an output in the form of an image file.
<i>As of September 13, 2023</i>	
Generative Fill	Allows the user to add content to a user-supplied image by identifying one or more areas of the image and, optionally, providing a text prompt.
Generative Expand	Allows the user to increase the size of an image by extending its canvas with generated imagery in one or more directions and, optionally, providing a text prompt.
Text Effects	<p>Allows the user to provide a text-only prompt describing visual imagery, which produces an output in the form of one or more image files that are applied to a shape of a letter or character.</p> <p>Excludes the user’s choice of any letter or character shapes onto which Firefly-generated imagery (i.e., text effects) is applied (e.g., the shape of the letter "H" would not be a Firefly Output, but any text effect imagery drawn within that shape, such as flowers, would be a Firefly Output).</p> <p>Adobe is not responsible for the letter or character shapes, individually or in combination, onto which the text effects are applied.</p>

(1) Excludes any (A) “train your own model” capabilities that Adobe may develop where user provides Adobe with content for custom training of Firefly features, (B) capabilities that Adobe may develop that are denoted in the user interface as being powered or provided by non-Adobe trained models, and (C) any features designated as “beta” or accessed within a surface labeled as “beta.” Features may not be available on all surfaces.

Eligible Firefly Surfaces (1)	Export Event within Eligible Firefly Surfaces
<ul style="list-style-type: none"> • Firefly website (firefly.adobe.com) • Adobe Stock website (stock.adobe.com) (2) 	<p>When a User provisioned under a qualifying SKU or plan downloads the Firefly Output.</p>
<ul style="list-style-type: none"> • Adobe Express • Photoshop • Photoshop Web 	<p>When a User provisioned under a qualifying SKU or plan clicks “download” or otherwise exports content (e.g., post to a social media service, save or export to .png, etc.).</p> <p>Excludes: the “placement” of a Firefly Output on the canvas before the project is exported out of the platform by User provisioned with a qualifying SKU or plan.</p> <p>Example: If user A generates a Firefly Output and places it into an Adobe Express project and user B exports the Adobe Express project, then user B is the user that performed the Export Event.</p>

(1) Eligible Firefly Feature(s) are not guaranteed to be available on all surfaces. Excludes API access that Adobe may develop.

(2) May require the consumption of Adobe Stock credits.

Information for Enterprise Customers

Adobe may update this section from time to time.

Generative Credits

Generative credits provide priority processing of generative AI content across features powered by Firefly in the applications to which you are entitled. Each user on a paid enterprise plan is allotted a certain number of generative credits per month, depending on the plan. [Learn more.](#)

The user can consume or use up to the monthly allotment of generative credits each month. The monthly allotment of generative credits resets each month; any unused generative credits in each month does not roll over to the next month. Generative credits cannot be pooled or shared across multiple users; the monthly allotment is per user.

Adobe may, in its sole discretion, also implement rate limits designed to prevent abusive or excessive use of Firefly features.

Inputs

Adobe may automatically block the user’s input to generative AI features, in Adobe’s sole discretion, if Adobe believes it violates the rights of a third party, applicable law, or Customer’s agreement with Adobe.

Outputs

The outputs created by generative AI features may not be unique and other users of generative AI features may generate the same or similar output. For example, in the unlikely event that two users type in identical text prompts and the prompt query happens to have the same “seed” (a randomness variable), of which there are billions of options, then the generative AI feature may output the same or very similar content.

Content Credentials

As part of Adobe’s commitment to promote transparency in the use of generative AI tools in media creation, Adobe will apply Content Credentials when content or a project that included a Firefly generated asset is downloaded or exported. [Learn more.](#)