



SECURITY OVERVIEW

Adobe Express for enterprise

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About Adobe Express for enterprise

Adobe Express for enterprise is a centrally managed platform designed for large organizations to create on-brand content at scale with enterprise-grade security, governance, and management. Including brand kits with locked templates, access to Adobe Stock assets, pooled enterprise storage, and robust real-time collaboration, Adobe Express for enterprise enables organizations to efficiently create content while maintaining brand compliance and corporate security requirements.

Adobe Express for enterprise components

The Adobe Express for enterprise solution comprises the following components:

- **Authoring Workspace** – Provides intuitive tools to design and edit documents, images, videos, and webpages using brand-aligned templates. Express for enterprise supports smart layout features, quick actions, and generative AI-assisted capabilities, including text, image, and video creation and editing.
- **Asset Management** – Enables discovery, storage and management of user-owned content – such as Express files, templates, brands, libraries, and uploaded assets – as well as access to a large library of pre-existing content, including Adobe Stock assets, fonts, and templates. Integrations with [Adobe Experience Manager Assets](#), [Creative Cloud for enterprise](#), and [Microsoft SharePoint and OneDrive](#) allow organizations to leverage existing enterprise assets.
- **Sharing and Collaboration** – Enables users to invite others to collaborate on content and control their access level (for example, live co-editing, commenting, view-only, and asynchronous review and approval workflows). Version history helps teams track changes, revert edits, and maintain governance.
- **Export and Publishing** – Enables users to export Adobe Express content to PDF, image, or video formats. Exported assets can be downloaded to the user's device or published to approved locations in adherence with the organization's defined policies (per settings in the admin console).
- **PDF Import Engine** – Converts PDF files to an Express-friendly format for editing and storage within Express for enterprise. When users import a PDF file into Express from Adobe Acrobat or Acrobat Studio, the PDF import engine converts the PDF file to an Express file while leaving the original PDF in Creative Cloud storage.

Accessing Adobe Express for enterprise

User authentication

To enable a user to access Adobe Express for enterprise, the organization's Adobe Admin must add the user to the Express for enterprise or Creative Cloud for enterprise (if the organization is adding Express to their Creative Cloud license) product profile in the Adobe Admin Console. For more information, see [HelpX](#).

Adobe Express for enterprise uses Adobe Identity Management Services (IMS) to authenticate users and manage entitlements. For more information about Adobe IMS, see the [Adobe Identity Management Services Security Overview](#).

Generative AI access control

Adobe Firefly

Administrators can manage access to Adobe Firefly in Adobe Express through the Adobe Admin Console using roles and permissions. For more information, see [HelpX](#).

Only users assigned the “Firefly User” role (or a custom role with this permission enabled) can use Firefly-powered features. When disabled, Firefly-powered generative features in Adobe Express are automatically turned off.

Adobe does not use customer content to train Adobe Firefly models.

Azure OpenAI

Organizations cannot disable the use of Azure OpenAI for text-based features in Adobe Express for enterprise.

Adobe does not use any customer data to train or fine-tune the Azure OpenAI Service.

Data encryption

- **In Transit** – All data is encrypted in transit over HTTPS using TLS 1.2 or greater.
- **At Rest** – User-generated content stored by Express for enterprise is encrypted at rest using AES 256-bit encryption.

Other enterprise security features

As part of Adobe Creative Cloud for enterprise, Adobe Express for enterprise supports the same enterprise-grade storage and security options, including role-based access and advanced storage controls such as dedicated, customer-managed encryption keys backed by FIPS 140-2 validated hardware security modules (HSMs).

All sharing and editing activity can be captured in content logs and audit trails exposed through the Admin Console, which organizations can use together with their own retention settings and approval workflows to support governance requirements.

Organizations can also define and enforce review workflows, retention policies, social publishing restrictions, and asset ownership rules within the Admin Console and their associated identity provider.

Security architecture and data flow – content creation

The following steps describe the flow of data when a user creates content in Adobe Express for enterprise. The steps in this narrative map to the numbers in the diagram below:

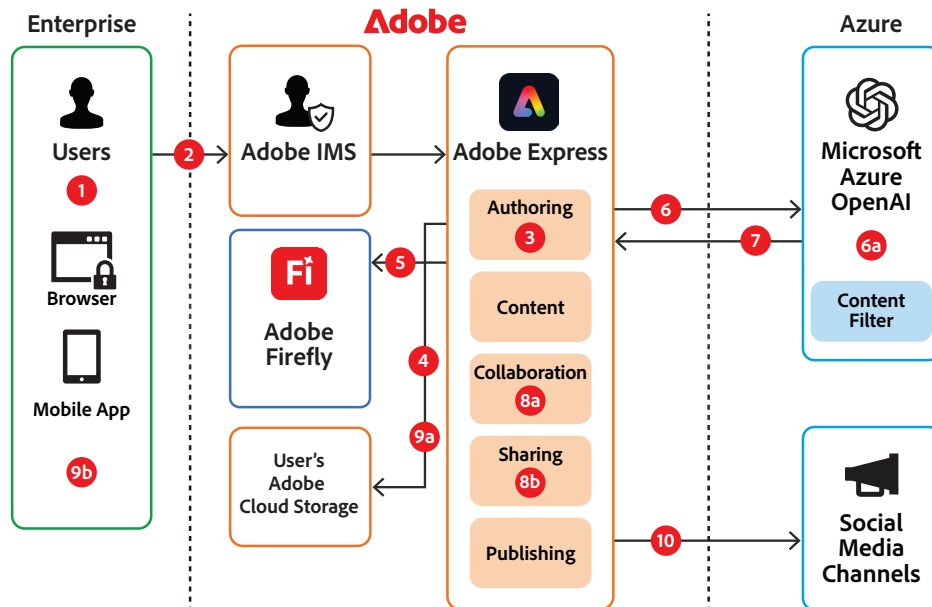


Figure 1: Content creation in Adobe Express for enterprise data flow

Data flow narrative

Step 1: The user navigates to express.adobe.com or opens Adobe Express from their Creative Cloud desktop and logs in using their credentials.

Step 2: Express sends the user's identity information to Adobe Identity Management Services (IMS), which validates that the user has permission to access Adobe Express.

Step 3: Once authenticated, the user creates their desired content in the Express authoring workspace. The user can include assets from any of the following locations:

- The user's Creative Cloud provisioned cloud storage
- The included Express content library
- Creative Cloud libraries
- Enterprise-managed assets stored in one or more of the integrated content management and storage systems supported by Adobe Express (if entitled by the organization's Adobe Admin in the Admin Console)

Step 4: The user's content is autosaved after every edit in the user's provisioned Adobe cloud storage. For more information about Adobe cloud storage and security, see [Adobe storage for business](#).

Step 5: If the user wants to create an image using Adobe Firefly, the user enters a text prompt in the Express user interface describing the image they want to generate and uploads an optional reference image. Express sends the text prompt and the reference image (if used) to Adobe Firefly, which generates the image and returns it to the user in Express. If the user is satisfied with the image, the data flow moves to the next step. If the user is not satisfied with the generated image, Step 5 continues until the user is satisfied with the image.

Step 6: The user chooses to invoke a feature that involves AI text generation powered by Azure OpenAI (such as text-to-template or generate presentation). Input to these features may include text from a user-entered text prompt and/or text extracted from the user's content. The text is sent to Azure OpenAI for processing (*see Content Storage and Processing Locations section for more information*).

Note: Images, including those for template/presentation generation, are not generated by Azure OpenAI.

Step 6a: Before sending the generated text back to Express, the Azure OpenAI content filter moderates generated responses for potentially abusive content (*see Content Filtering section for more information*).

Step 7: Azure OpenAI returns the generated text to Adobe Express, which additionally moderates the generated text to help ensure it does not violate the [Adobe Generative AI User Guidelines](#), in the floating rewrite menu above the selected text. The user can either replace the original text or insert/append the generated text in the text box.

Step 8: Once the user is satisfied with their Express asset, they can:

- **8a. Collaboration:** Invite others to co-edit the document. Express updates the asset's access permissions and sends the collaborators a link via email and/or in-app notification; or
- **8b. Sharing:** Share the asset with others who have edit/view/comment permissions, allowing them to provide feedback without editing the content.

Express manages access through Adobe-hosted sharing links with permission controls (e.g., view, comment, edit). Editing, reviewing, and revising can continue iteratively until the author considers the asset complete or the reviewers have provided all required feedback.

Step 9: At this point, the user can:

- **9a. Keep content in Express for enterprise** in their provisioned Adobe cloud storage; or
- **9b. Download content** to their laptop, desktop, or mobile device by choosing "Download" and exporting the content to PDF format for a document; to JPEG, PNG, or GIF as an image; to MP4 as a video; or to PPTX as a presentation.

Step 10: The user may export or share their content using the options enabled for their organization. Express allows users to publish to connected social media accounts (if enabled), save exported assets such as PNG, JPG, MP4, or PDF to destinations like Google Drive, OneDrive, Dropbox, Vimeo, or Issuu, or generate an Adobe-hosted view-only link. These save options upload only the flattened exported file and not the underlying Express document. The view-only link renders the design on an Adobe-hosted page and does not expose any underlying HTML, CSS, or JSON to the user.

Adobe Express and Azure OpenAI

The following data may be passed to Azure OpenAI for one or more of the text generation actions:

- The user's text prompt describing the desired outcome (e.g., purpose, audience, and date/time)
- Existing text on the canvas (text present in the user's design)
- Text from content provided by the user as input (e.g., a PDF file)
- Options selected through the user interface to guide the generation (e.g., style or type of output)

Adobe has disabled the abuse monitoring service in Azure OpenAI (except for the Caption Writer feature), helping ensure that Microsoft cannot access or use Adobe customer data to train Azure OpenAI. Adobe has also disabled logging in Azure OpenAI, helping ensure that Microsoft does not collect, review, or store any data sent for processing to Azure OpenAI. Please see [Azure OpenAI data privacy and security](#).

Content filtering

Adobe leverages Azure OpenAI's content filtering service to moderate hate, sexual, violent, and self-harm content. The service uses Microsoft's proprietary models with both contextual and semantic understanding of text, and responses are only returned to the user if they pass these safety checks.

Testing

Adobe teams conduct testing to reduce the potential for biased and harmful outcomes in our generative AI products. For more information on the development and testing processes for our generative AI solutions, please see the [Generative AI Built for Business solution brief](#). For the annual Security Testing Report for Adobe Express, please see the [Adobe Express Security Testing Report](#) (NDA required).

Data retention

Adobe Express stores user assets and projects in Adobe cloud storage. As part of the Adobe Creative Cloud for enterprise suite, Adobe Express follows the Creative Cloud storage and retention policies for data retention and deletion. For more information, see [HelpX](#).

If a user deletes a file, it is moved to the user's Deleted folder and permanently removed after 30 days. Adobe retains document version history for up to 180 days, but users can bookmark important versions to retain them until manually deleted.

Express for enterprise generates content logs, which record asset creation, read, updating, sharing and deletion events and log the user's ID, IP address, timestamp, filename, and event type. Administrators can view a 90-day rolling history of their organization's content log to gain insight into how users are working with their assets through the Adobe Admin Console. More information about content logs and how administrators can download them can be found on this [HelpX page](#).

Adobe collects anonymized analytics data to maintain and improve Adobe Express and to understand feature usage trends. Analytics data is retained and accessed according to Adobe's [corporate privacy and retention standards](#) and is only available to authorized Adobe personnel with a documented business need.

Content processing and storage locations

User-generated content

See [Creative Cloud for enterprise Data Centers](#) in the Adobe Trust Center.

Azure OpenAI hosting locations

Microsoft hosts the Azure OpenAI Service in Microsoft Azure data centers. For location information, refer to the [Azure geographies](#) page.

Questions?

If you have any additional questions about the security posture and capabilities of Adobe Express for enterprise, please contact your Adobe account manager. For all other questions about Adobe's security programs and processes and corporate compliance certifications, see the [Adobe Trust Center](#).