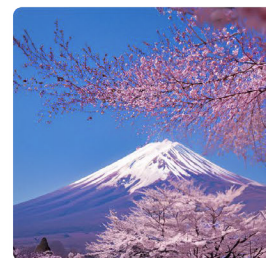
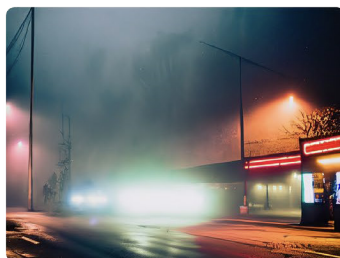
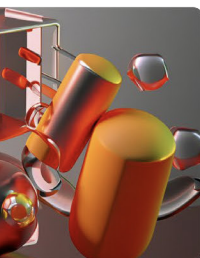
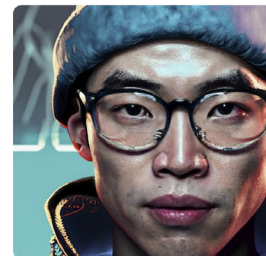




SECURITY FACT SHEET

Adobe Firefly Creative Production

March 2025



About Firefly Creative Production

Firefly Creative Production is a no-code user interface that enables users to perform production tasks — such as cropping images or removing or replacing image backgrounds — in bulk. Because Firefly Creative Production eliminates complicated coding requirements and other technical barriers to performing these tasks, it saves valuable time and eliminates the need to outsource resources to navigate integrations with Firefly Services APIs. With the out-of-the-box workflows delivered by Firefly Creative Production, customers can easily scale asset production from one image to hundreds with just a few clicks.

Enterprise Access and Controls

Customers can manage user access to Firefly Creative Production via the Adobe Admin Console. The customer's Adobe Admin assigns each user to a Firefly Services entitlement in the console, which allows that user to access the [Creative Production page in the Firefly web app](#).

Firefly Creative Production Components

There are four (4) key components to Firefly Creative Production:

- **Firefly web app (firefly.adobe.com)** — Enables users to interact with Firefly Creative Production workflows
- **Imaging Services** — Perform the requested Photoshop or Lightroom actions
- **Customer-defined Storage** — Stores the user's images before uploading to Firefly Creative Production¹
- **Enterprise Storage** — Stores the images uploaded by the user to [Adobe Enterprise Storage](#) and provides the user with a pre-signed URL to download the completed assets

¹ As of March 2025, storage in Dropbox and Adobe Experience Manager (if the customer has licensed the solution and the user has the appropriate entitlement) is supported.

Adobe Firefly Creative Production Security Architecture and Data Flow

Figure 1 below illustrates the data flow when a user accesses Firefly Creative Production from the Firefly web app:

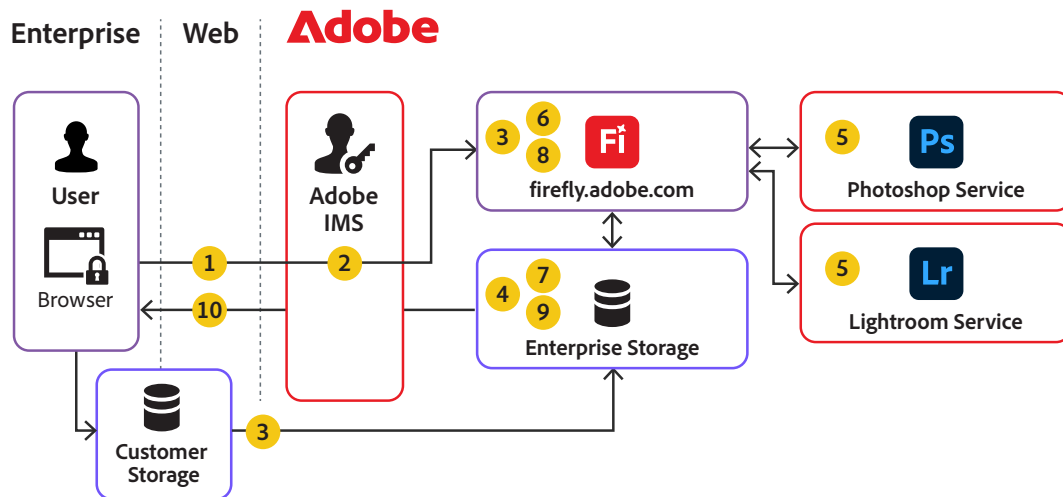


Figure 1: Adobe Firefly Creative Production security architecture and data flow

Data Flow Narrative

Step 1: User opens the Firefly Creative Production no-code interface in the Firefly web app.

Step 2: Adobe Identity Management Services (IMS) validates the user and their entitlements, as well as determines if the user has access to Firefly Creative Production.

Step 3: The user uploads target and reference images to Firefly Creative Production from the user's local network or hard drive, Dropbox, or Adobe Experience Manager (if the user has the appropriate entitlement).

Step 4: Firefly Creative Production stores these images in a /temp directory in the user's Creative Cloud storage (Adobe Enterprise Storage) for 12 hours and then deletes the content.

Step 5: Firefly Creative Production asynchronously performs the user's requested task using the Photoshop or Lightroom service.

Step 6: Firefly Creative Production populates a status message in the "Job Log" tab in the Firefly web app.

Step 7: When the task is complete, Firefly Creative Production creates a .ZIP file with the resultant images and stores it in Adobe Enterprise Storage for 30 days.

Step 8: Firefly Creative Production then creates a link to the .ZIP file in the “Job Log” tab in the Firefly web app.

Step 9: When the user selects that link, Adobe Enterprise Storage validates the user and then generates a single-use, pre-signed URL, which is only valid for four (4) hours. Each time the user selects the link, Firefly Creative Production creates a new, single-use, pre-signed URL.

Step 10: The user downloads the .ZIP file from the pre-signed URL to their local desktop storage.

Input and Output Storage and Processing

Firefly Creative Production stores input and output information in connection with the services it provides. For the retention periods of each type of information, please see the “Data Retention” section.

Input

By default, Adobe Firefly Creative Production stores the following inputs:

- User-supplied images
- Reference images, if the user selects a background image to replace onto the supplied images

Note: As of March 2025, Firefly Creative Production does not perform generative AI actions.

Output

Adobe Firefly Creative Production stores output content in the organization’s Adobe-managed Enterprise Storage.

User Identity Information

Adobe uses named user licensing to uniquely identify users of any Adobe product, including Adobe Firefly. Adobe Firefly only stores the GUID (globally unique identifier) as part of the Firefly service., which is a 128-bit text string that represents an identifier, without any other personal information. More information on named user licensing can be found in the [Adobe Identity Management Services Security Overview](#).

Data Storage Locations

Adobe currently processes and caches Firefly Creative Production content in Amazon Web Services (AWS) data centers in the US-East and US-West regions, regardless of the user's location.

Adobe Firefly Creative Production stores uploaded images in Adobe Enterprise Storage in the US-East, EMEA-West, or APAC-East region, depending on the customer's location.



Data Types and Retention

The following types of data are potentially stored by Firefly, depending on the user actions as described above:

Data Type	Retention Period
Uploaded binary images	12 hours
Output images (stored in .zip file)	30 days
Pre-signed URL	4 hours

Conclusion

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