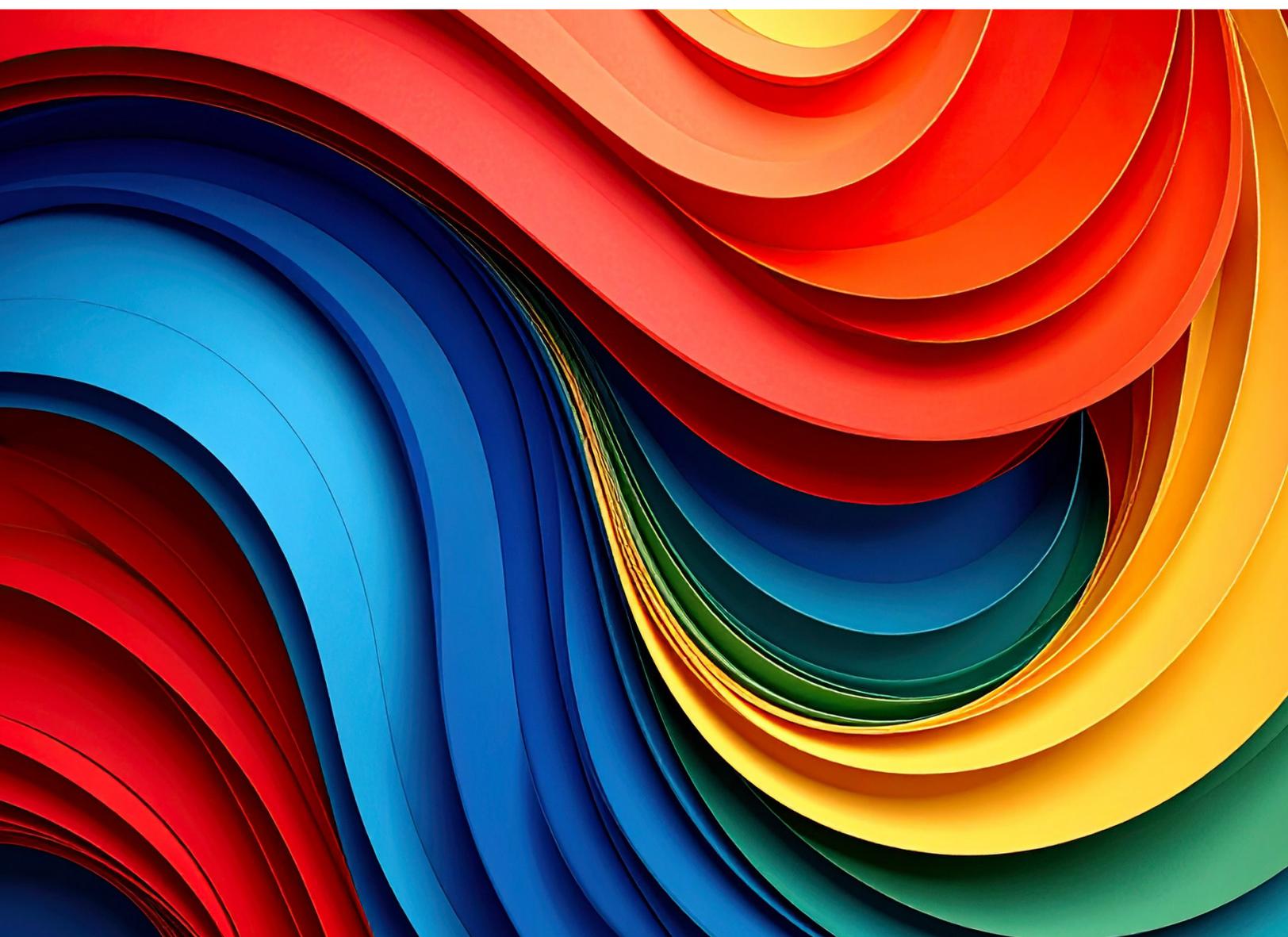




SECURITY FACT SHEET

# Partner Models in Adobe Creative Cloud

November 2025



# About Partner Models in Adobe Creative Cloud

Adobe gives enterprise customers the flexibility to choose from a variety of partner generative AI models for their creative workflows, directly in Adobe Creative Cloud for enterprise applications. With partner models, customers can explore different aesthetic styles without switching between applications and workflows and select the partner model that best suits their needs. For more information about currently available partner models, please see [Partner models in Adobe Creative Cloud](#).

*Note: Use of partner models to generate content requires a Creative Cloud for enterprise subscription that includes access to [premium generative AI features](#).*

## Accessing Partner Models

Adobe gives enterprise customers the ability to control access to partner models through the Admin Console. More information is available on [HelpX](#).

## User Authentication and Authorization

Adobe Identity Management Services (IMS) is used to manage access, including authentication and authorization, to Adobe Creative Cloud, Adobe Firefly, and partner models. For more information, please see the [Adobe Identity Management Services Security Overview](#).

## Data Encryption

**In Transit:** All data is encrypted in transit over HTTPS using TLS 1.2 or greater.

**At Rest:** Data stored by Adobe Firefly Services, Content Credentials, and Feedback & Ingest Services is encrypted at rest using AES 256-bit encryption.

# Security Architecture and Data Flow

When a user selects to use a partner model in an Adobe Creative Cloud application, the data flows as shown here:

Note: For information about the data flow when using Adobe Firefly models for image or video generation, please see the [Firefly for enterprise security fact sheet](#).

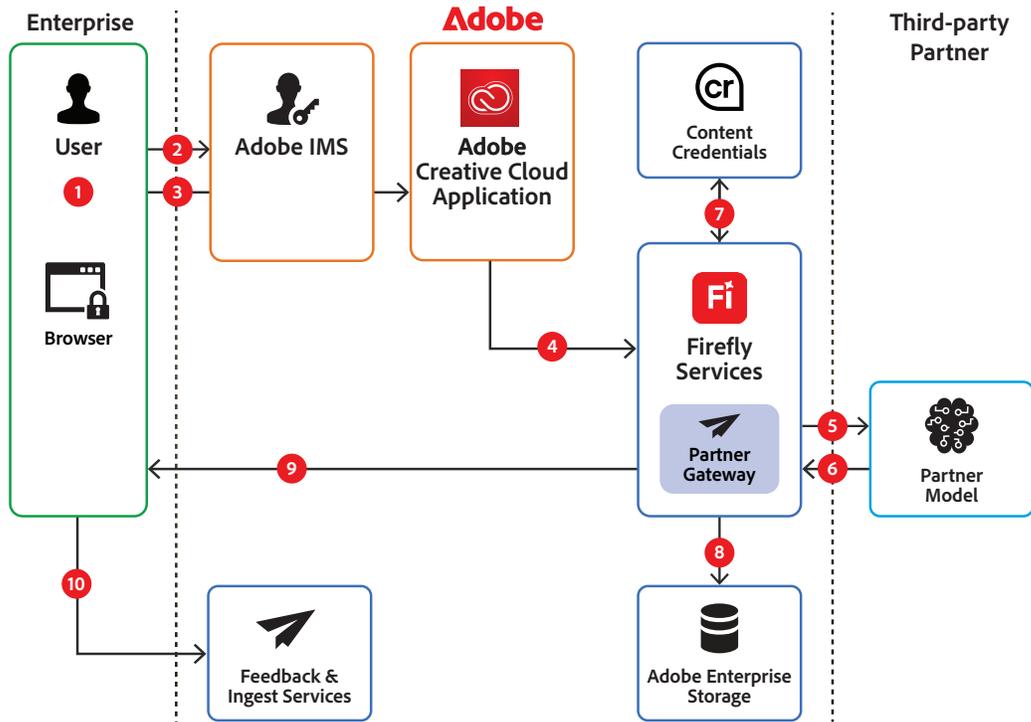


Figure 1: Partner models in Adobe Creative Cloud applications data flow diagram

## Data Flow Narrative

**Step 1:** The user opens [firefly.adobe.com](#), the Firefly mobile app on iOS or Android, or an Adobe Creative Cloud application (e.g., Photoshop or Illustrator) and signs in with their user credentials.

**Step 2:** [Adobe Identity Management Services \(IMS\)](#) validates the user and their entitlements.

**Step 3:** The user initiates a generative AI action by entering prompt text that describes the image they wish to generate and, if desired, selecting any reference content or images (e.g., style or composition) to further inform the image or video generation. Additionally, the user selects the third-party partner model they wish to use to generate the content.

**Step 4:** The selected Creative Cloud application sends the user's prompt text and reference content to the Partner Gateway, one of the services in Firefly Services, which validates the user's generative AI credits. Note: The Partner Gateway does not store or cache any thumbnails or derivatives of the user-provided reference image.

**Step 5:** The Partner Gateway sends the information to the selected partner model, hosted by the third-party partner, for processing.

**Step 6:** The partner model generates content based on the input text and reference content, if uploaded, and returns the generated output to the Partner Gateway in Firefly Services, hosted by Adobe. *Note: Partner models may store generated content before returning it to Adobe. Please see the terms of use for the selected partner model.*

**Step 7:** The Partner Gateway generates and attaches a Content Credentials manifest to the generated content. For more information on Content Credentials, please see the [Content Credentials overview](#).

**Step 8:** Firefly Services temporarily stores generated content in an application-managed encrypted cache and returns a pre-signed URL for the cached content to the Creative Cloud application. Firefly Services also stores the generated content along with the prompt text, configuration settings, and any reference content in the user's enterprise storage as Generation History under the Files menu on [firefly.adobe.com](https://firefly.adobe.com).

**Step 9:** The Partner Gateway returns the signed output to the user in the Creative Cloud application they are using.

**Step 10:** At this point, the user can take a variety of different actions. If they are using the Firefly web app, they can export the content to another Creative Cloud application (e.g., Photoshop or Illustrator) for further ideation, export the content to another non-Adobe application for continued work, or they can provide feedback to Adobe about the generated image.

## Content Storage and Processing

By default, Adobe stores the following in the user's generation history in [Creative Cloud storage](#):

- Generated output (image or video)
- User prompt text input
- User-selected configuration settings
- Reference images or other content, if selected

Masked or selected content (e.g., in Generative Fill) and certain Generative Match options (e.g., Structure Match) are uploaded, processed, and potentially cached for 24 hours or less.

If the user marks a generated image with a "thumbs up" or "thumbs down," Adobe stores the image in the Feedback and Ingest Services repository along with the user's identity information, which is used to assess and address the points raised in the feedback action.

The developer or owner of the partner model used to generate content may additionally store input and/or output in a different location.

## Data Storage Locations

Adobe retains customer data in accordance with the customer's Enterprise Term License Agreement (ETLA) contract and Adobe's product-specific licensing terms.

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

Adobe stores the user's generation history in the user's provisioned Creative Cloud enterprise storage.

Adobe currently stores Content Credentials in AWS data centers in the US-East region, regardless of the user's location.

## Testing

For partner models, the model owner/provider is responsible for conducting harm and bias testing of their model/s. Adobe does not validate the partner's attestations.

## Questions?

If you have any additional questions about the security posture and capabilities of partner models in 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](#).