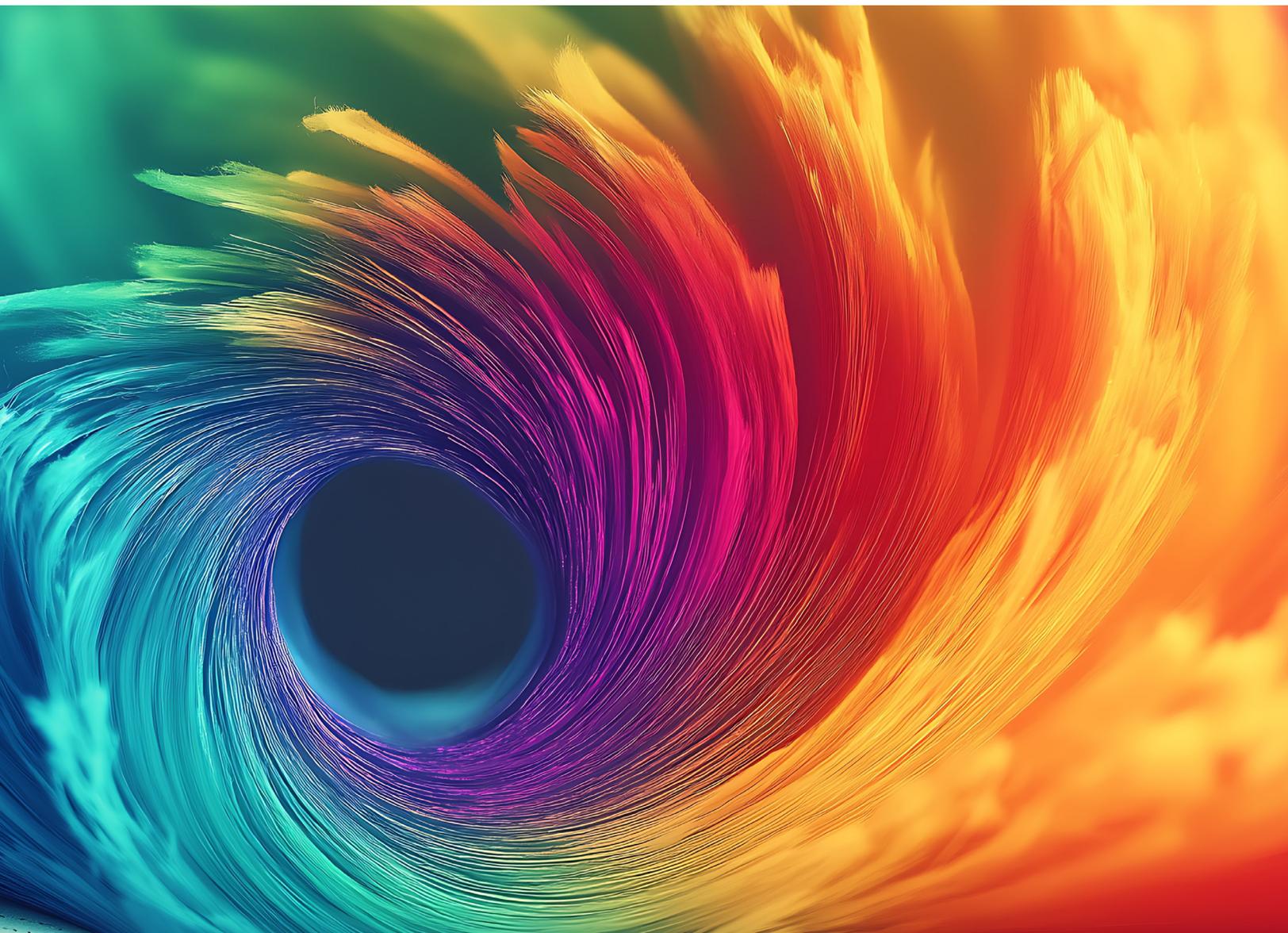




SECURITY FACT SHEET

Data Insights Agent

February 2026



About Data Insights Agent

Adobe Experience Platform Agents can improve productivity by simplifying repetitive tasks, surfacing new insights, and acting on recommendations on behalf of a user, helping teams scale personalized experiences. [Data Insights Agent](#) enables customers to query and analyze Adobe Customer Journey Analytics (CJA) data and quickly build visualizations and data tables using simple text prompts.

Data Insights Agent can perform the following jobs:

[Data insights](#) – Runs a user’s prompt in the context of a “component matcher” database, comprised of a list of component names (for example, metrics and dimension) in a customer’s CJA data view, and generates a response that includes the best components, data visualization, and data table to answer the user’s prompt.

[Data storytelling](#) – Generates .pptx presentations from Analysis Workspace projects in CJA by identifying key insights and converting them into stakeholder-ready slides.

Data Insights Agent is enabled by licensing the Adobe Experience Platform Agent Orchestrator platform. For more information, please refer to the [AEP Agent Orchestrator and Agents security overview](#) on the Adobe Trust Center.

User authentication and authorization

All AI Assistant access requests are authenticated using [Adobe Identity Management Services \(IMS\)](#) and authorizations are enforced by the CJA access control service.

To enable a user to access the AI Assistant conversational interface in CJA and use Data Insights Agent, the customer’s Adobe Admin must grant relevant permissions in the Adobe Admin Console. For more information, please see the [AEP Agent Orchestrator and Agents security overview](#).

Accessing Data Insights Agent

In addition to the above, the customer’s Adobe CJA administrator must also assign the user to a product profile with “Data Insights Agent” and “AI Assistant: Product Knowledge” enabled under Reporting Tools in the Adobe Admin Console. Access to the data storytelling job is controlled by [separate permissions](#) in the Adobe Admin Console.

For sample prompts that can be used with Data Insights Agent, please see [Experience League](#).

Data encryption

- **In Transit** – All data is encrypted in transit over HTTP using TLS 1.2 or greater.
- **At Rest** – Any data stored by Data Insights Agent is encrypted at rest using AES 256-bit encryption.

Security architecture and data flow — data insights

The following example illustrates how data flows when a user asks a data insights question in the AI Assistant conversational interface in CJA:

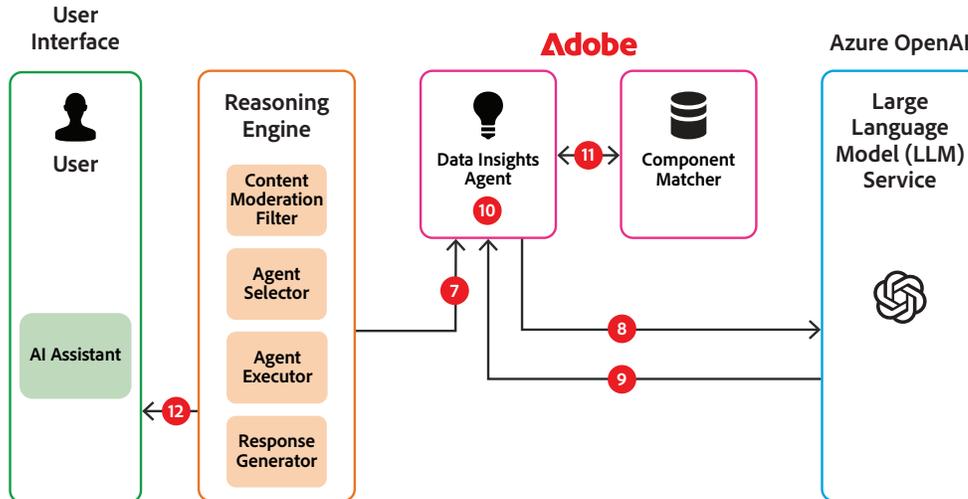


Figure 1: Data insights data flow diagram

Data flow narrative

Note: The narrative for steps 1-6 is included in the [AEP Agent Orchestrator and Agents security overview](#).

Step 7: The reasoning engine interprets the user's request and sends the prompt text to Data Insights Agent.

Step 8: Data Insights Agent sends the prompt text to the LLM service, which moderates the input before processing to provide guardrails against harmful content that violates the service guidelines. If the input violates the service guidelines, the user receives an error message.

Step 9: Before sending the formulated answer back to Data Insights Agent, the LLM processes the prompt, breaking it down into component parts (for example, "revenue" = metric and "product category" = dimension), which can then be extracted from the Component Matcher. Note: Processing may require one or more calls to the LLM as components are matched to the context in the user's pre-selected data view.

Step 10: Data Insights Agent applies the relevant permissions on the data present in the query using role-based and attribute-level access controls.

Step 11: Data Insights Agent runs the query in the context of the customer's Component Matcher and generates a response, including the structure of a data visualization (for example, line or bar chart) and a freeform data table.

Step 12: If the user asks the question within the CJA user interface, Data Insights Agent sends instructions to Analysis Workspace to add a visualization and freeform table in a panel using the suggested data visualization and component names. Alternatively, if the user asks the question in AI Assistant outside of CJA, Data Insights Agent generates a data table and interactive visualization in-line. In both scenarios, the Data Insights Agent also returns a text response explaining the action taken (for example, "Added visualization to panel") to the user.

Security architecture and data flow — data storytelling

The data storytelling job leverages two (2) services:

- **Data Storytelling AI Service:** Generates insights, slide layout definition, and visualization definitions from CJA Workspace project data and metadata
- **Presentation Service:** Creates a .pptx deck from the insights and definitions generated by the data storytelling AI service

The following example illustrates how data flows when a user wants to generate a presentation deck using selected visualizations and panels in the CJA user interface:

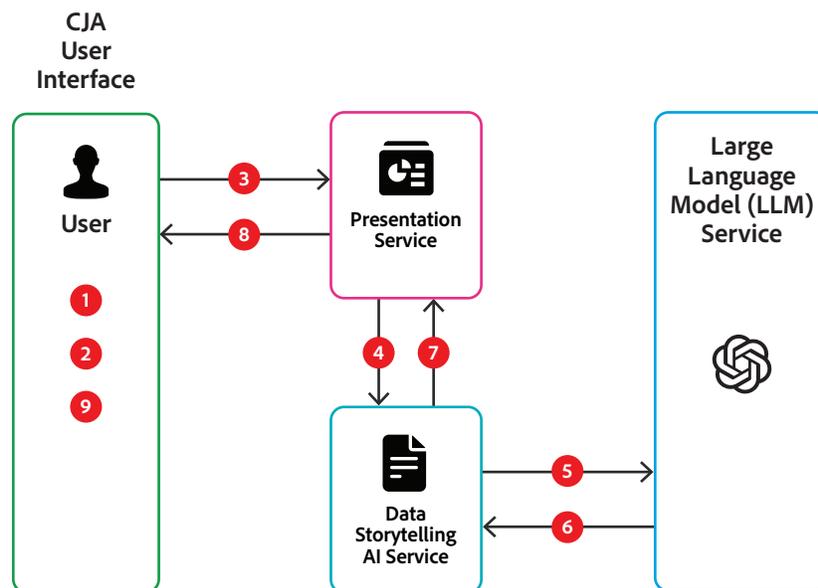


Figure 2: Data storytelling data flow diagram

Data flow narrative

Note: The data storytelling job does not use the AI Assistant conversational interface and authorization is handled by the CJA Access Control Service upon login to CJA.

Step 1: The user selects a CJA Analysis Workspace project in the CJA user interface and opens the project. If the user has been granted data story permissions in the Adobe Admin Console, the “Generate Slides” button will be visible and the user can click the button to begin the process.

Step 2: The user selects the panels and visualizations to include in the presentation.

Step 3: The user then chooses to “Export PPT” to launch the generation process, which sends the information selected by the user to the Presentation Service.

Step 4: The Presentation Service sends the panels and visualizations to the Data Storytelling AI Service, which validates that the items received match the information expected for the type of data story selected by the user. If it does, the process moves to Step 5. If not, the user receives an error message.

Step 5: The Data Storytelling AI Service sends the data insights to Azure OpenAI, which identifies important themes within the panels and visualizations, generates insights, identifies a subset of insights to use to create the data story, and converts them into slide content.

Step 6: Azure OpenAI returns the slide content to the Data Storytelling AI Service.

Step 7: The Data Storytelling AI Service returns the slide content to the Presentation Service, which incorporates the slide content into the applicable presentation slide and then combines all the generated slides into a single .pptx presentation deck.

Step 8: After compiling the slides into a single deck, the Presentation Service surfaces the slides to the user in the CJA user interface.

Step 9: The user is then prompted to download the presentation deck from their browser to their local storage location.

Data processing

The following data may be passed to the LLM service to facilitate answering Data Insights Agent questions:

- List of component names from the customer’s data view(s)
- User prompt text
- Example questions with ground truth queries (customer-agnostic)

The following data may be passed to the LLM service to generate presentation decks:

- Insights generated based on project data, which may include numbers derived from customer data, as well as component names from user-selected charts and tables

Data storage

Component matcher

The component matcher is a list of data view component names and is refreshed every seven (7) days. If the data view is adjusted (for example, if the user changes a component name or adds a new component), the component matcher refreshes automatically.

Questions?

If you have any additional questions about the security posture and capabilities of Data Insights Agent or Adobe Experience Platform Agent Orchestrator, 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](#).