



Adobe Experience Cloud Generative Artificial Intelligence Features Supplemental Terms (2025v1)

1. **Application.** These Adobe Experience Cloud Generative Artificial Intelligence Features Supplemental Terms (“Supplemental Terms”) apply to Output only from the following Generative AI Features: (a) the AI Assistant in Campaign – Content Accelerator in: Adobe Campaign Managed Cloud Services; (b) the AI Assistant in AJO – Content Accelerator in Adobe Journey Optimizer: Prime and Ultimate; (c) the AI Assistant – Content Accelerator in Marketo Engage; and (d) the AI Assistant – Content Accelerator in Adobe Journey Optimizer B2B Edition (each an “Eligible Generative AI Feature”).
2. **Output Indemnification.** For the purposes of these Supplemental Terms, an “Infringement Claim” as defined in the General Terms includes a third-party Claim against Customer made during the License Term to the extent the Claim alleges that unmodified Indemnified Output directly misappropriates a trade secret or infringes a third party’s other intellectual property rights (“Covered IP Rights”).
3. **Indemnification Exceptions.** In addition to any exceptions set forth in the General Terms, Adobe will have no liability for any Infringement Claim to the extent that the Infringement Claim is based on or arises from: (A) any combination of Indemnified Output with any other material, content or information; (B) use of an Eligible Generative AI Feature or Indemnified Output in violation of the Agreement; (C) use of an Indemnified Output in commerce or the course of trade that violates a third party’s trademark or related rights; (D) Customer’s Input or other data or models provided by Customer (including in connection with any customization or fine-tuning); (E) any use of an Indemnified Output after Adobe has instructed Customer to stop using it; (F) Customer’s disabling, modification, or circumvention of Adobe’s filters or other safety systems; or (G) any use of an Indemnified Output that Customer knows or reasonably should have known was likely to infringe any Covered IP Rights.
4. **Additional Definitions.** Capitalized terms not defined here have the same meaning as defined in the Specific Licensing Terms for Adobe Experience Cloud Generative Artificial Intelligence Features and/or the General Terms.

4.1. “Indemnified Output” means Output from an Eligible Generative AI Feature.