Specific Licensing Terms for Adobe Experience Cloud Generative Artificial Intelligence Features (2025v1)

1. **Application.** Customer (and Customer's Users) may use and access Adobe Experience Cloud Generative AI Feature(s) subject to these additional licensing terms.

2. **Use of a Generative AI Feature**.
   2.1. Customer must not use a Generative AI Feature:
      (A) to create, upload, or share content (including text, images, video, audio, or code) or data that is illegal, false, misleading, obscene, or that violates the rights of others (including Adobe);
      (B) to infer protected characteristics or personally identifiable information about a person; or
      (C) in a way that impersonates another for deceptive purposes or conceals the fact a user is interacting with artificial intelligence.
   2.2 With advance notice when reasonably possible, Adobe reserves the right to limit, disable, or terminate Customer's use of a Generative AI Feature.

3. **Input and Output.**
   3.1. As between the parties and subject to Adobe's rights in Inputs: (a) Customer retains any intellectual property and other rights in Input; and (b) Customer owns Output.
   3.2. **Input.** Customer is solely responsible for Input. Adobe may automatically block Input, in Adobe's sole discretion, if Adobe believes Input violates the rights of a third party, applicable law or regulation, or the Agreement.
   3.3. **Output.**
      (A) Output may sometimes be inaccurate, misleading, or unsuitable for your use case. Output may not be protectable by intellectual property rights. Customer is solely responsible for the use of Output and for ensuring such use of Output complies with the Agreement and applicable laws and regulations.
      (B) For clarity, the disclaimers in the General Terms (or equivalent framework agreement terms) apply to Outputs.
      (C) Adobe may screen for and block Output that may violate applicable law or regulation, the rights of a third party, or the Agreement, before Output is provided to Customer. However, these efforts do not lessen or otherwise impact the sole responsibility of Customer for the use of Output.
      (D) Customer will not and will not allow third parties under Customer's control to use a Generative AI Feature or Output to directly or indirectly create, build, develop, train, test, or otherwise improve any machine learning algorithms or artificial intelligence systems, including any architectures, models, or weights.

4. **Permitted Use.** Adobe and its Affiliates may process, use, copy, transmit, aggregate, model, index, store, and display Input and Output (a) to perform its obligations under the Agreement, including

support and operation of the Products and Services; and (b) for product improvement and development. For clarity, Adobe will not use Inputs or Outputs to train any generative AI models, except: (i) with Customer's express written consent; or (ii) in connection with training that is done for the purpose of providing Products and Services to and for the benefit of Customer.

5. **Additional Definitions**

    5.1. **"Generative AI Feature"** means a product feature that is part of the Products and Services that generates Output using generative artificial intelligence technologies.

    5.2. **"Input"** means specific content or information input or imported to a Generative AI Feature by Customer, including but not limited to an audio file, video file, document, code, data, image, text, or a combination of the foregoing.

    5.3. **"Output"** means specific output provided to Customer that is generated by the Generative AI Feature based on Input, including but not limited to text, text effects, image, vector graphic, audio file, texture, video file, data, or code. Output does not include any references to or summaries of Documentation.