

Adobe Firefly FAQ

Get answers to frequently asked questions about using Adobe Firefly.

About Adobe Firefly

What is Adobe Firefly?

Adobe Firefly is a standalone web application available at firefly.adobe.com. It offers new ways to ideate, create, and communicate while significantly improving creative workflows using [generative AI](#). In addition to the Firefly website, Adobe also has the broader Firefly family of creative generative AI models, along with features powered by Firefly in Adobe flagship apps and Adobe Stock.

Firefly is the natural extension of the technology Adobe has produced over the past 40 years, driven by the belief that people should be empowered to bring their ideas into the world precisely as they imagine them.

Why am I getting the error "You no longer have access to Firefly due to violation of our terms of use?"

We try to ensure you have a smooth experience working with Firefly, but sometimes, we may restrict an account when its usage doesn't follow [our guidelines or policies and terms](#). To use Firefly features, you should:

- Have a stable Internet connection.
- Have an Adobe ID.
- Have an active entitlement to [Adobe Genuine software with approved use](#) for Firefly-powered features within Creative Cloud apps.
- Adhere to [Adobe's generative AI user guidelines](#).
- Be in a country where Adobe Firefly is available. Adobe Firefly isn't available in Russia, Belarus, and China. In addition, Adobe services and products cannot be used in Cuba, Iran, North Korea, Syria, Crimea, and the so-called Donetsk and Luhansk People's Republics.

If you still have questions and believe that your usage doesn't violate these guidelines, contact us.

How does Adobe Firefly provide accessible and inclusive features?

Firefly follows the internationally recognized best practices in the Web Content Accessibility Guidelines (WCAG) 2.1 Level A and Level AA. Accessibility features

supported by Firefly include keyboard navigation, screen reader, color contrast, and forms.

- **Keyboard:** Firefly allows the use of Tab to navigate between user interface controls, Space or Enter to activate buttons and links, arrow keys to navigate between options, and Space to select options. Operating system accessibility: Firefly provides information about the user interface to the operating system to enable interaction with assistive technologies, including screen readers such as VoiceOver for macOS and NVDA on Windows.
- **Color contrast:** Firefly user interface is designed to meet WCAG 2.1 AA color contrast guidelines.
- **Forms:** Forms in Firefly do not have error states.

Are images in the inspiration stream unique to each user?

The images shown in the inspiration streams on Firefly are pre-cached images and are not unique to each user. Your [generative credits](#) aren't consumed when you view samples but will be used if you take action to generate more images, such as selecting Refresh.

Using Firefly

Can I use Firefly-generated outputs commercially?

For features without the beta label, you can use Firefly-generated outputs in your commercial projects. For features that are in beta, you can use the Firefly-generated outputs for your commercial projects unless explicitly stated otherwise in the product.

How can I get the best results from Firefly?

The results depend on your prompt, and they play a crucial role in guiding the AI's behavior and influencing the quality and relevance of its responses. Write descriptive prompts to create extraordinary and vibrant [images](#) and [video](#) — if you don't like the results, reword your prompt to get closer to what you want.

I don't want to access Firefly or the Firefly-powered workflows in the apps.

Can I turn it off?

If Firefly entitlement is included with your plan, you can't turn it off, but you can choose not to use the Firefly-powered workflows in your apps or not to sign in to the [Firefly website](#).

What happens when I submit my work to the Firefly community?

By submitting your work to the Firefly community, you agree to allow us to use your generated image and prompt (including your Adobe profile photo and name for attribution purposes) in our marketing materials and on our inspiration and gallery

pages, allowing others to create using the same prompt. Your contributions will be reviewed and curated by our design team. Content from Business profiles, including end users of an Enterprise, Teams, or Education account, should not be submitted to the community.

Can I give feedback on the entire set of results?

Currently, feedback is on a per-image basis, but it's under consideration, and we'd like to get your feedback on if you feel this functionality would be a valuable addition and understand how you'd like to see this implemented.

Data and content usage

Where does Firefly get its data from?

The current Firefly [generative AI models](#) were trained on a dataset of licensed content, such as Adobe Stock, along with public domain content. As Firefly evolves, Adobe is exploring ways for creators to be able to train the machine learning model with their own assets so they can generate content that matches their unique style, branding, and design language without the influence of other creators' content. Adobe will continue to listen to and work with the creative community to address future developments to the Firefly training models.

As an Adobe customer, is my content automatically used to train Firefly?

No, we don't train on any Creative Cloud subscribers' personal content. For Adobe Stock contributors, the content is part of Firefly's training dataset, in accordance with Stock Contributor license agreements.

What is Adobe doing to ensure AI-generated images are created responsibly?

As part of Adobe's effort to design Firefly to be commercially safe, we are training our initial commercial Firefly model on Adobe Stock images, openly licensed content, and public domain content where copyright has expired.

Additionally, as a founding collaborator of the [Content Authenticity Initiative \(CAI\)](#), Adobe is setting the industry standard for responsible generative AI. The CAI is a community of media and tech companies, NGOs, academics, and others working to promote adoption of an open industry standard for content authenticity and provenance.

This is in conjunction with the Coalition for [Content Provenance and Authenticity \(C2PA\)](#) which has developed an open technical standard providing publishers, creators, and consumers the ability to understand the origin of different types of media, including the ability to add a Content Credential that allows a user to indicate that generative AI was used. [Find out more about content credentials.](#)

Can I copyright the output generated by Firefly?

The laws concerning generative AI are quickly evolving through all jurisdictions around the world. For any discussion regarding copyright, contact a legal service provider in your area familiar with the current state of the laws. Check out [this article](#) discussing Protecting Creators in the Age of Generative AI from the Copyright Alliance.

With ongoing improvements to Firefly models, how will you deal with misinformation?

Adobe is committed to fighting against misinformation and demonstrates that commitment through its participation in the [Content Authenticity Initiative \(CAI\)](#), a global coalition bringing transparency to digital assets via metadata accompanying digital assets called [Content Credentials](#). Content Credentials serve as a digital “nutrition label” where creators can add tamper-evident information about an asset’s creation date, tools used for creation, and any edits made. Adobe automatically applies Content Credentials for certain types of exports using Firefly outputs, indicating that an AI tool was used. This gives helpful context about an asset so you can make a more informed decision about whether or not to trust it.

Join our community to connect, learn, and engage

For inspiration, expert tips, and solutions to common issues, visit [Discord](#) or the [Adobe Firefly Community forum](#). Connect with our team and fellow users to exchange ideas, share your creations, stay updated with the latest features and announcements, and provide feedback.

Field	Value
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Content-Language	en
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