Adobe

Our Commitment to AI Ethics

At Adobe, our heritage is built on providing trustworthy and innovative solutions. As technology becomes more sophisticated, our products and features have the potential to impact our customers in profound and exciting ways. However, we recognize that we also have a role and responsibility beyond creating the world's best technology. We are committed to advancing the responsible development and use of technology for the good of our customers and society at large. As we innovate and harness the power of AI in our tools, we are dedicated to mitigating against the potential harms resulting from AI technologies.

How AI is Used in Adobe Products

We believe AI will enhance human creativity and drive value from the complex global digital ecosystem. For Creative Cloud, we make it easier for everyone to tell their story with simpler and more intuitive tools. In our Experience Cloud offerings, enterprise customers can use our AI features to deliver relevant and meaningful insights and personalized digital experiences to their end customers. And with Document Cloud, our AI-enabled features help users understand the structure of PDF documents to assist them in viewing, searching, and editing documents on any platform.

However, Adobe recognizes the potential challenges inherent in this powerful technology. AI systems are based on data, and that data can be biased. AI systems trained on biased data can unintentionally discriminate, disparage, or otherwise cause our customers to feel less valued. Therefore, we are committed to maintaining a principled and ethically sound approach to ensure our work stays aligned with intended outcomes and is consistent with our values. Plus, we are actively participating in government discussions around the world to shape AI regulation for the good of the consumer and effectiveness in the industry.

Adobe's AI Ethics Principles

Adobe believes responsible AI development and deployment is based on the following three (3) principles:

Accountability

We take ownership over the outcomes of our AI-assisted tools. We have processes and resources dedicated to receiving and responding to concerns about our AI and taking corrective action as appropriate. Accountability also entails testing for and anticipating potential harms, taking preemptive steps to mitigate such harms, and maintaining systems to respond to unanticipated harmful outcomes.

Responsibility

We approach designing and maintaining our AI technology with thoughtful evaluation and careful consideration of the impact and consequences of its deployment. We strive to design for inclusiveness and assess the impact of potentially unfair, discriminatory, or inaccurate results, which might perpetuate harmful biases and stereotypes. We understand that special care must be taken to address bias if a product or service will have a significant impact on an individual's life, such as with employment, housing, credit, and health.

Transparency

We are open about explaining our use of AI to our customers, so they have a clear understanding of our AI systems and their application. We want our customers to understand how Adobe uses AI, the value AI-assisted tools bring to them, and what controls and preferences they have available when engaging with and utilizing Adobe's AI-enhanced tools and services.

With any such complex topic, errors may occur, but with the commitment of our engineers and with help from our employees, we strive to make our products and features best-in-class while continuing to reflect Adobe's values.

Adobe and AI Accountability

Accountability means the commitment to take ownership of the outcomes of our actions. At Adobe, while anyone involved with AI has an obligation to help ensure it is being managed responsibly, business leaders are held accountable for the ethical operation of Adobe's AI technologies. We have processes and resources to meet Adobe's AI Ethics commitments, including developing and implementing the necessary engineering practices to achieve our responsibility goals, receiving and responding to internal and external concerns, and taking corrective action as required.

Adobe helps ensure accountability by:

- Establishing governance processes to track training data and AI models, including labeling datasets and models;

- Requiring an AI Impact Assessment (as part of our services development process) to help ensure an AI ethics review occurs before we deploy new AI technologies;

- Creating an AI Ethics Review Board to oversee the promulgation of AI development and to offer a sounding board for AI ethics concerns, while safeguarding ethical whistleblowers

- Developing processes to ensure remediation of any negative AI impacts discovered after deployment

- Educating engineers and product managers on AI ethics issues

- Offering external and internal feedback mechanisms to report concerns about our AI practices and features
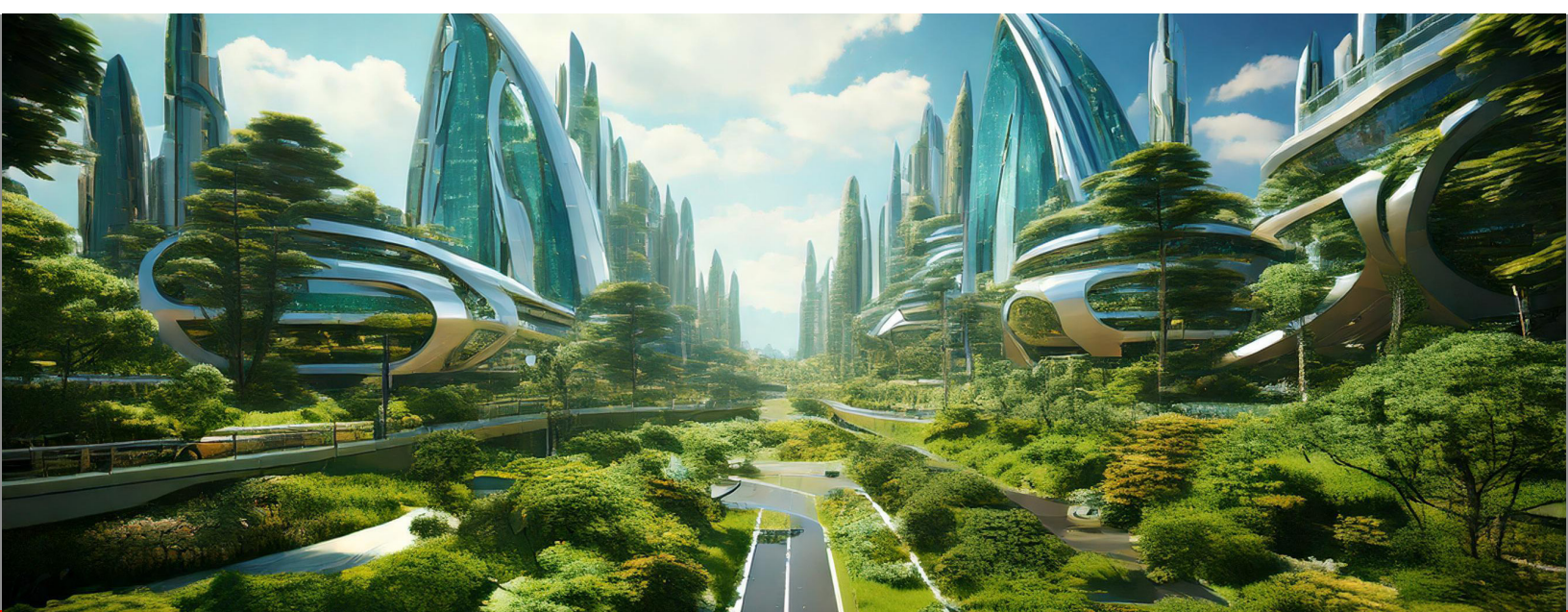
Adobe and AI Responsibility

At Adobe, we place a high value on taking responsibility for the impact of our company and the innovation we deliver to the world. Therefore, we have determined that responsibility is the critical foundational principle that underpins Adobe's commitment and efforts toward developing AI. We believe that placing thoughtful guardrails around AI development and use will help realize the full potential of AI to benefit society.

Adobe believes that responsible development of AI encompasses the following:

- Designing an AI system thoughtfully;

- Evaluating how it interacts with end users;

- Exercising due diligence to mitigate unwanted harmful bias; and

- Assessing the human impact of AI technology.

Responsible development of AI also requires anticipating potential harms, taking preemptive steps to mitigate such harms, measuring and documenting the prevalence of harm, and establishing systems to monitor and respond to unanticipated harmful outcomes.

Responsibility and Bias

AI is only as good as the data on which it is trained. We understand that all data has bias; therefore, we are committed to remediating the output of our AI systems for harmful bias, regardless of the input.

As part of developing and deploying our AI systems, Adobe seeks to mitigate bias related to human attributes (e.g., race, gender, color, ethnic or social origin, genetic or identity preservation features, religion or political belief, geography, income, disability, age, sexual orientation, and vocation). With the ultimate goal of designing for inclusiveness, we prioritize fairness in situations with significant impacts on an individual's life, such as access to employment, housing, credit, and health information. We also determine whether the advantages of using AI outweigh the risk of harm of using AI at all.

This notion of fairness, however, does not imply a rigid uniformity of experience across customers, as some of the most typical AI use cases distinguish between individuals in ordinary and acceptable ways, such as in demographic marketing or personalized product recommendations. Responsible development of AI means using AI in reasonable ways that accommodate the norms and values of our society.

Responsibility and Adobe's Digital Media Tools

To address misinformation, Adobe is committed to advancing provenance tools and solutions to bring more transparency and trust to the digital ecosystem. We believe it is critical to give people the information they need to understand where a piece of digital content came from and what happened to it in the content lifecycle, including whether AI was used in the editing or creation process.

Adobe and AI Transparency

Transparency is the reasonable public disclosure, in clear and simple language, of how we responsibly develop and deploy AI within our tools. Adobe values our trusted relationship with our customers; transparency is integral to that relationship.

This transparency includes sharing information about how or whether Adobe collects and uses customer assets and usage data to improve our products and services, as well as general disclosure of how data and AI are used in Adobe's tools and services.

> " Since founding the Content Authenticity Initiative in 2019, Adobe has championed the widespread adoption of Content Credentials as the industry standard for transparency in digital content. As concerns over misinformation and AI-generated deepfakes have grown, Content Credentials have become a valuable tool for publishers, allowing them to provide key information about digital content to helps consumers assess its trustworthiness.

We recognize AI development and AI ethical review is an ongoing process. As we continue to learn and grow, we will work together with our employees, customers, and communities to deliver innovations that reflect our Adobe values and make good on our commitment to responsible development of technology.

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