

Generative AI Content

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Want your content made using generative AI tools to be accepted into the Adobe Stock collection? Find out how to submit authentic assets that meet our quality, legal, and technical standards.

Adobe Stock accepts content made using generative artificial intelligence (AI) tools as long it meets our submission standards. Read on to learn more about submitting generative AI content to Adobe Stock. You can find additional information in our [FAQ](#).

1. Ensure you have the appropriate rights to submit.

You must have all the necessary rights to submit generative AI images, vectors or videos to Adobe Stock for licensing as described in our [Contributor Terms](#) (e.g., broad commercial use). As with any other tools you use to create images, vectors, or video submissions, you must closely review the terms of any generative AI tools that you use to confirm that you have the right to submit generative AI images, vectors, or videos created with such tools to Adobe Stock for licensing.

Your Generative AI content prompts, titles or keywords:

- May not contain names of artists, real known people, fictional characters, or reference to creative works that are still in copyright. Please see [HERE](#) for additional information.
- May not contain names of people.
- May not imply the content is a depiction of an actual newsworthy event.
- May not contain names of government agencies.



Was this page helpful?

 Yes, thanks

 Not really

×

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- Click the "Created using generative AI tools" [1] checkbox in the Adobe Stock contributor portal before submitting content created with generative AI software.
- Click the "People and Property are fictional" box [2] if your image or video features a fake person or fake property.

☐ Include in submission

File type Photos

Category People

I'm writing title & keywords in English

☐ This is Illustrative Editorial content

[Learn more and apply](#)

1 ☒ Created using generative AI tools

Note: Please review [our requirements](#) before submitting content created using generative artificial intelligence tools.

2 ☒ People and Property are fictional

I certify that people or property in this asset are not based on a recognizable person or property. Do not check the box if you used a real person or property to generate your AI asset. In this case upload a model or property release.

Does the use of Generative Fill and Generative Expand in Photoshop and Generative Recolor in Illustrator require labelling an image as generative AI?

Label your image as generative AI when the use of generative AI tools in Photoshop or Illustrator changed, augmented, or added a new primary subject of an image.

E **Was this page helpful?**

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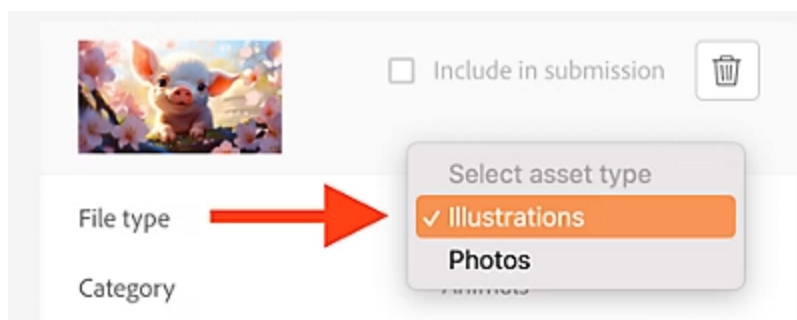


Examples when you wouldn't be obligated to label an image as generative AI:

- Extending background for any reason
- Removing IP or other forms of retouching
- Removing distracting objects or people
- Recoloring the background of an image

3. Select the accurate asset type and add title and keywords.

- Submit your generative AI image as **asset type: Photos**, if it looks like it was captured with a camera and features photo-realistic subjects that exist in real life and respect human and animal anatomy.
- Submit your generative AI image as **asset type: Illustrations**, if it features artistic illustrations or fantasy concepts such as imaginative depictions of people, food, animals, environments that one would not necessarily see in real life.
- Generative AI video can only be submitted as **asset type: Videos**.
- Generative AI vectors can only be submitted as **asset type: Vector**.

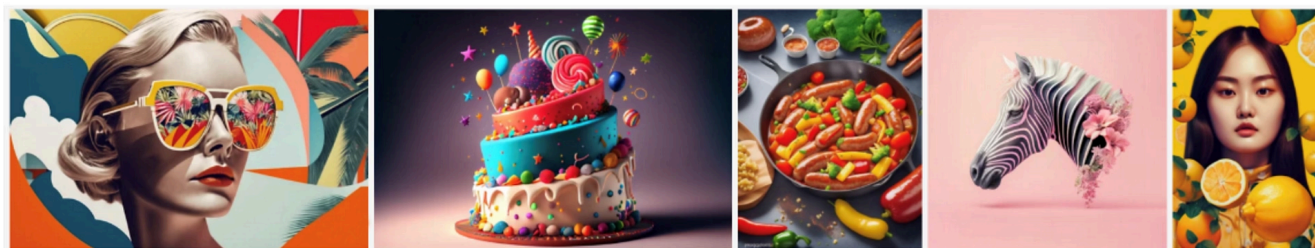


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Examples of generative AI images that should be submitted as asset type: Photos



Examples of generative AI images that should be submitted as asset type: Illustrations

Do: Include the main subject of your prompt in your title.

Do: Include the individual words and concepts from your title in your top 10 keywords for an extra bump in search relevance.

Don't: Add 'generative AI' to titles and keywords. The checkbox "Created by using generative AI tools" classifies your image as a generative AI image.

Your Generative AI content prompts, titles or keywords:

- May not contain artists' names whose work is still in copyright. See [HERE](#) for additional information about this important policy.
- May not contain names of people.
- May not imply the content is a depiction of an actual newsworthy event.
- May not contain names of government agencies.
- May not contain references to third party intellectual property.

If a contributor violates this policy, we will review and take appropriate action, which may include removing the content or terminating the contributor's account.

Don't: Keep repetitive, technical parameters such as platform-specific features, weights, or settings from your prompt in your asset title.

[Learn more](#) about titles and keywords.

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recognizable person requires a model release. For example, if you upload a photo or video of a real person as a prompt, or name a specific individual in the prompt.

If the generative AI content was not based on a real person, but it visually appears to resemble a person, then you must click the "People and Property are fictional" box in the contributor portal to certify the people and/or property are fictional. See screenshot above for an example. If there are no recognizable people or property in the image or video, no release is required and you may leave the "People and Property are fictional" box unchecked.

IMPORTANT: *You must always click the "Created using generative AI tools" box, regardless of whether a release is required or not, for all content created with generative AI software.*

Do: Upload model releases for generative AI assets depicting real people. [Learn more about model releases.](#)

Do: Upload property releases for generative AI assets depicting real property. [Learn more about property releases.](#)

Don't: Submit work created with prompts referring to people, places, or property unless you have the legal right to do so (e.g., via a model or property release). For example, don't include other artists' names, notable people, or famous characters/brands in your prompts.

Generative AI content cannot be submitted to the Illustrative Editorial Collection (IEC) which is for editorial use only. IEC submissions must be accurate portrayals of brands in an authentic, accurate, and unmodified manner as they are found in the real physical world. Submissions will be rejected if found to be in violation of this policy.

5. Prioritize quality.

Being successful in Stock and creating the best content to meet customer needs requires expertise, taste, and imagination, no matter what tools you use. Generative AI images and videos can tell new stories in creative ways when generative AI tools are used considerately and with good intentions. Apply your stock knowledge to approach new content opportunities with AI tools as part of your creative process. For creative inspiration, visit the [Adobe Stock Artist Hub](#).



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prompts.

Don't: Describe or depict subjects or locations in ways that may mislead buyers.

Don't: Submit multiple versions from the same prompt or similar iterations of a prompt. [Learn more about our spam policies.](#)

Your content may be removed, or your account may be deactivated, for not complying with these guidelines. Please [Contact Us](#) if you believe your content has been removed, or your account has been deactivated in error.

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