

Executive summary

Since June 2022, Adobe has been a signatory to the EU Code of Practice on Disinformation, fully supporting its objectives and ambition. This commitment continued when the Code was formally converted into a Code of Conduct in January 2025.

Adobe empowers everyone to create through innovative platforms and tools that unleash creativity, productivity and personalized customer experiences. Adobe's industry-leading offerings including Adobe Acrobat Studio, Adobe Express, Adobe Firefly, Creative Cloud, Adobe Experience Platform, Adobe Experience Manager and GenStudio enable people and businesses to turn ideas into impact, powered by AI and driven by human ingenuity. Adobe has a long history of pioneering innovation. As we continue harnessing the power of AI, it is critical to pair innovation with responsible innovation in order to ensure this technology is developed and deployed in a way that benefits everyone.

AI is transforming the way we live, work and play. As AI becomes more prevalent however, we are also witnessing extraordinary challenges to trust in digital content. In today's digital world, misattributed and miscontextualised content spreads quickly. Whether inadvertent misinformation or deliberate deception, inauthentic content is on the rise and once we are fooled, we will begin to doubt anything we see or hear online – even if it is true.

With the increasing volume and velocity of digital content creation, including synthetic media, it is critical to ensure transparency in what we are consuming online. Adobe is committed to leading in this space and finding technical solutions that address the issues of manipulated media and deceptive digital content.

Content provenance and media literacy are a major focus for Adobe and the work of the [Content Authenticity Initiative \(CAI\)](#), which Adobe co-founded in 2019. We are focused on cross-industry participation, with an open, extensible approach for providing transparency for digital content (i.e. images, audio, video, documents, and AI) to allow for better evaluation of that content.

The Content Authenticity Initiative (CAI) now has more than 5,500 members globally working to increase trust in digital content through provenance tools, which are the facts about the origins of a piece of digital content. The CAI works in tandem with the [Coalition for Content Provenance and Authenticity \(C2PA\)](#), an open technical standards organisation also co-founded by Adobe in 2021, to implement C2PA's solution to digital content provenance – called Content Credentials.

Anyone can implement Content Credentials to show how a piece of content is created and modified. Content Credentials are a combination of cryptographic metadata, fingerprinting and watermarking, designed to remain securely attached and travel with the digital content wherever it goes (for more information, please see "[durable content credentials](#)"). They include important information which may include the creator's name, the date an image was created, what tools were used to create an image and any edits that were made along the way, including whether AI was used. This empowers users to create a digital chain of trust and authenticity. The CAI developed free, open-source tools based on the C2PA standard for anyone to implement Content Credentials into their own products, services, or platforms.

Provenance solutions such as Content Credentials are more important than ever as generative AI makes it easier to create, scale, and alter digital content. As AI rapidly evolves, our work will continue to adapt to emerging trends and evolving industry needs. We see Adobe's focus on supporting and promoting wide adoption of Content Credentials as being particularly relevant to the EU Code of Conduct on Disinformation and are encouraged that Commitments relating to provenance and the C2PA open standard have been adopted as commitments in the Code in the Empowering Users chapter. We

continue to encourage all relevant Signatories to sign up to these commitments and join this cross-industry effort to tackle disinformation through technology.