Figma

AI PRODUCT SYSTEM CARD

Figma Slides

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PRODUCT STATUS	AVAILABLE ON THE FOLLOWING CUSTOMER TIERS	WHAT IT DOES
Generally available, with Slides Agent in closed beta.	Paid plans. Full, Dev, and Collab seats. Slides Agent availability varies by plan.	Figma Slides AI is a set of features inside Figma Slides that helps you build and polish a presentation. It can generate and revise slide text, layouts, color palettes, speaker notes, images, and full decks.

About this document

An AI feature is more than the model behind it. How well it works for you depends on the people using it and the tasks they use it for. This system card explains how Figma Slides works, best practices for performance, and how your data is used. This document is for information only. It is not a contract, a warranty, or legal advice.

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1 Overview at a glance

This section summarizes the customer experience, and the sections below carry the detail and any qualifiers.

What it does	Builds and polishes presentations from your instructions and the content in your deck.
Who it is for	Full, Dev, and Collab seats on paid plans.
Where it appears	Inside Figma Slides, on the deck you are editing.
Availability	The established tools are generally available. Slides Agent is in closed beta and is enabled plan by plan.
Model selection	Partly. You can select an available image model in Make an image and Edit with prompt. Figma configures the models for other workflows and for moderation.
Data processing and storage	Figma stores your content in the United States. Model providers do not store it at rest.
Training on your content	Providers never train on your data. Figma content training is controlled by a separate administrator setting, with defaults that vary by plan.
Content moderation	Some prompts are screened before generation. Model providers apply safety classifiers to generated output.
Human oversight	You start each action and can review, change, undo, or discard its result. Slides Agent may apply deck changes while it carries out your request.
FigGov Experience	Not available.
Gov+ Experience	Available with additional administrator controls. Restricting AI traffic can make some AI features unavailable.
EDU Experience	Available to higher education and bootcamp users, but not to K-12 users.

2 What it does and how it works

2.1 Description

The AI features in Figma Slides help you build and polish presentations. They can generate a full deck, rewrite copy, adjust text across a deck, draft speaker notes, suggest layouts, remix colors, generate and edit images, convert images to vectors, and search slide decks.

The established tools present results for your review. Slides Agent is a closed beta chat experience that can build or rework slides, including layouts, text, images, speaker notes, and theme colors, while it carries out your request.

2.2 What the AI generates or predicts

These features generate presentation content, including slide text, full slides, bulk text edits, layout suggestions, color palettes, speaker notes, images, image edits, and deck metadata such as titles and descriptions. They do not make decisions about people.

2.3 How it works with other Figma products

The AI features run inside Figma Slides and work from the deck you have open. They use your instruction, the selected slides or text, the current deck and theme, and any reference material you provide, then place results back into the deck as editable content.

A deck can include dynamic coded elements through Living Designs. Undo, redo, and Figma version history help you compare results and restore an earlier state. The account level controls described in Sections 6.2 and 8.2 apply to these features.

3 Models and providers

3.1 Models and where they run

Figma Slides uses text, image, and moderation models built by Anthropic, Amazon, Black Forest Labs, Google, and OpenAI. The same instruction can produce different results, and output can be inaccurate, incomplete, or confidently wrong. Figma does not build or fine-tune a model for this feature.

MODEL AND DEVELOPER	ROLE IN THIS FEATURE	WHERE IT RUNS
GPT text models, OpenAI	Generate full slides, rewrite text, and draft speaker notes.	OpenAI and Microsoft Azure OpenAI
GPT image models, OpenAI	Generate images for slides and render images from slide context.	OpenAI
Gemini text and image models, Google	Adjust text, remix colors, fill text, build style briefs, prepare image prompts, generate images, and support layout selection.	Google enterprise platform
Claude models, Anthropic	Select layouts, compose slides, generate metadata, power Slides Agent, and support text workflows.	Anthropic, AWS Bedrock, and Google enterprise platform
Flux image model, Black Forest Labs	Creates images from text descriptions for placement in slides.	Fireworks
Titan image model, Amazon	Generates images on the AWS hosted path.	AWS Bedrock
Moderation models, OpenAI and Amazon	Screen prompts on Slides routes that use the shared moderation chain.	OpenAI, Microsoft Azure OpenAI, and AWS Bedrock

3.2 Can I select the models?

Partly. In Make an image and Edit with prompt, you can select an available image model. Figma configures the models for other Slides workflows and for moderation. Additional selectable models include: OpenAI ChatGPT Images, Google Nano Banana Lite, and Google Nano Banana.

3.3 What the providers do with your content

Providers receive your prompt and relevant deck or image context only to process your request and apply safety controls. They are contractually prohibited from using Figma customer content to train or improve their models. Figma runs every provider under zero data retention or an equivalent no logging configuration, so nothing is kept after your request is served.

3.4 How a model change reaches you

Figma pins Slides workflows to approved model versions rather than automatically adopting every provider update. Figma evaluates quality and safety before promoting a new version, monitors the rollout, and keeps a tested rollback available.

4 Intended use

4.1 Primary intended users

Figma Slides AI is for people building presentations with a Full, Dev, or Collab seat on a paid plan. Higher education and bootcamp users can use the established tools, while K-12 users cannot. Figma for Government customers have Slides without its AI capabilities.

4.2 Primary intended uses

- Generate a first deck or create and revise slide content from your instructions and source material.
- Rewrite text, adjust copy across a deck, draft speaker notes, and search presentation content.
- Suggest layouts, remix colors, and generate, edit, or vectorize images for a presentation.

4.3 Where it works best

- Your instruction is specific and scoped to one task.
- You provide the material the result should follow, such as example content or a reference image.
- Your deck already carries the theme and palette you want, and you review and adjust the result before use.

5 Limitations

5.1 Known limitations

- Generated slides, copy, layouts, and images are drafts that need review. Text can be generic, off brand, or inaccurate, and a suggested layout may not fit the content.
- Generated images can contain visual artifacts or miss the subject you requested.
- The feature does not know your private brand standards unless you provide them.

5.2 Factors that affect output quality

- The specificity and scope of your instruction.
- The example content, reference image, or other source material you provide.
- The current state of the deck, including its selected content, theme, and palette.

5.3 Best practices for performance

- Review generated facts, slide structure, image details, and speaker notes before presenting or sharing them.
- When a result misses, revise one input, such as the prompt, selection, theme, or source material, then generate another result.
- Use undo, redo, or version history to compare alternatives and restore a preferred state.

6 Your data and privacy

6.1 Data that is Processed

DATA	WHAT IT INCLUDES
Your instruction	The prompt you give a Slides AI action.
The deck content the action uses	The relevant text, slides, selection, theme, palette, and image context in your deck.
Reference material you provide	Text you paste and images you attach for the action to use.

6.2 Who at Figma can access your data

Access follows the permissions set in your Figma organization, and Figma confirms your identity and your permission to act on the target file before a build runs.

Figma tightly restricts internal access to customer data on a least-privilege basis, granting it only to employees whose roles require it and only for the specific data needed.

6.3 Who at our model providers can access your content

Your prompt and data is shared with model providers solely so that they can process your request and return the requested output. Provider staff cannot access this content. Every provider operates under zero data retention or an equivalent no-logging configuration, and nothing is retained once your request has been served. No third party is permitted to train on your content.

6.4 Where your data is stored

Figma and the model providers handle processing and storage separately, so each has its own subsection below.

6.4.1 Where Figma stores your content

Figma stores your content in the United States.

6.4.2 Where the model providers store your content

Not applicable. No model provider that powers this feature stores your data at rest.

6.5 Retention and deletion

6.5.1 What is retained

WHAT IS RETAINED	PURPOSE	RETENTION PERIOD
Your files, including prompts and generated content	Your work product, stored as customer content	For the life of the account or until deletion
Usage and telemetry events, and metering aggregates	AI billing	For the life of the account
Operational telemetry and error context	Debugging and incident response	For the life of the account

6.5.2 Deleting your data

You control the Slides files that hold your prompts and generated content, and Figma keeps them for the life of the account or until deletion. Other retained data in the table is removed when you submit a deletion request. Figma runs a deletion process across its AI datasets and usage data. Because providers do not retain prompts or outputs, there is ordinarily nothing on their side to delete.

6.6 Training on your content

6.6.1 Whether the model providers train on your content

Providers never train on your data. There is no separate opt-out for provider training, because your content is already excluded by contract and by the no-retention configuration Figma runs on every provider.

6.6.2 Whether Figma trains on your content

Whether Figma uses your content to improve its own AI is governed by an account-level content training setting that an administrator manages. This setting is independent of the control that turns AI on or off. On Starter and Professional, the team-level setting is on by default and an administrator can turn it off. On Organization and Enterprise, content training is disabled and cannot be turned on. Content from Figma for Government and education accounts is never used for training, regardless of the setting.

6.7 Sensitive and confidential data

These features do not require special category personal data and do not ask for it. Do not include this data in prompts or decks used by an AI action. Apply your own policies for confidential, regulated, and personal data, and confirm that you have the right to use the content you provide.

7 Content moderation

7.1 What is screened

Slides screens prompts on routes that use the shared moderation chain before model processing. Model providers apply their own safety classifiers to generated output. Figma also validates that certain results match the expected structure before returning them.

7.2 What is blocked

The acceptable use policy prohibits unsafe prompts and generated results. Examples include the following.

- Child sexual abuse material, including any depiction, simulation, or facilitation of sexual content involving minors.
- Pornographic or graphic sexual content involving adults.
- Harassment, hate, dehumanization, and credible threats of violence toward individuals or protected classes.
- Step-by-step instructions for committing crimes.
- Instructions for building weapons or explosives, or synthesizing controlled substances.
- Malicious code, exploits, backdoors, and instructions enabling unauthorized access or system abuse.
- Encouragement or instruction of self-harm or suicide.

Model providers apply their own safety classifiers and refusal behavior to generated output.

7.3 What happens when content is blocked

When a request is blocked, Figma shows a policy message and asks you to revise the input and try again.

7.4 Whether moderation can be edited or configured

End users cannot turn content moderation off or adjust its thresholds. Slides provides no end user control that changes these safety settings.

8 Safeguards and security

8.1 Security controls

- Traffic to model providers is encrypted in transit with HTTPS and Transport Layer Security. Requests on the AWS hosted path are signed and encrypted end to end.
- Production data at rest is encrypted. Keys are managed in a dedicated key management service, and credentials are stored separately.
- AI requests pass through Figma's AI gateway, which applies routing, rate limiting, structured logging, and alerting.
- Access logs and request identifiers support security investigations, while internal data stores are limited to approved roles and network policies.
- Per user and per organization quotas protect the service from abuse and overload, and Figma can disable the feature quickly when needed.

8.2 Administrator controls

- Organization and team administrators can enable or disable AI features at the applicable level.
- Administrators manage the content training setting described in Section 6.6.2, with the level and default determined by plan.
- Governance+ administrators can restrict AI traffic to models hosted in Figma's AWS environment. Under this restriction, some image editing tools and Slides Agent are unavailable.
- Figma for Government customers cannot use the Slides AI features. Higher education and bootcamp users can use the established tools, while K-12 users cannot.

9 Performance, evaluation, and fairness

9.1 How we evaluate this feature

Figma validates a new model version before it reaches you, as described in Section 3.4. Quality regressions, elevated policy violations, repeated timeouts, unsafe output, and defects that prevent a result from rendering can block a release.

In production, Figma monitors latency, client crashes, infrastructure load, incidents, and escalations. Figma also uses periodic human and model graded review of sampled prompts and outputs to check instruction adherence, fabrication, and functional validity. Critical regressions trigger incident response and rollback, while other issues are reviewed with product and platform owners.

9.2 What we measure

METRIC	WHAT IT MEASURES	WHY IT MATTERS TO YOU
End to end latency	Time from an instruction to a rendered slide, note, or image.	A change can signal a problem with a model or hosting path.
Client crash rate	Sessions that crash during a Slides AI action.	A change can show that an AI workflow is affecting product reliability.
Sampled quality review	Human and model graded review for fabrication, instruction adherence, and functional validity.	It catches output that is well formed but does not follow your request or source material.

Figma sets internal baselines for these measures and reviews the feature when a baseline is crossed.

9.3 Fairness and bias

9.3.1 What Figma reviewed

Figma uses result quality evaluations, internal red teaming, and sampled review designed to surface stereotyped or biased generations. These qualitative methods fit generated presentation content better than group fairness metrics that depend on demographic labels. The feature does not use or infer sensitive demographic attributes.

9.3.2 What the model providers reviewed

Figma relies on the bias and fairness evaluations published by the model providers. Their disclosures describe training data filtering, alignment intended to reduce harmful or ungrounded inferences, and external red teaming across languages and regions. The depth of public evidence varies by provider.

9.3.3 Known differences in performance

Result quality can vary by language depending on provider support. The available review did not identify systematic performance differences by demographic group or region, but Figma has not published feature specific quality results by language for Slides.

9.4 Evaluate it for your own use

Performance varies with the work you apply it to. Before relying on these features, test them with your own decks, languages, brand standards, and reviewers, then decide which outputs require review before use.

You can steer a result by editing the prompt, changing the selection, adjusting the theme or palette, or providing clearer source content. The same instruction can produce different results. You can generate another result, undo a change, or restore an earlier state through version history, but exact reproduction is not guaranteed.

10 Human oversight, feedback, and control

10.1 Human oversight

You initiate every Slides AI action. The established tools present a discrete result for review, while Slides Agent can apply changes inside the deck as it carries out your request. You can review, change, undo, or discard the result.

These features do not make or enforce decisions about people, restrict accounts, or report people to external parties. Only signed in Figma users with access to Slides can use them.

10.2 Reporting problems and giving feedback

- Use the available product feedback controls, or report a failure, unsafe output, or concern through the Figma Help Center or your usual support channel.
- Enterprise customers can also raise concerns through Customer Success.
- Support triages reports and escalates them to the appropriate product, security, and legal teams.

10.3 Turning the feature off

Organization and team administrators can turn off AI features at the organization or team level. The feature stays off until an administrator enables it again.

11 Transparency

11.1 How AI involvement is disclosed

The features are presented as named and labeled AI actions inside Figma Slides rather than as background steps. Prompt surfaces are labeled as AI and are not named or styled to suggest a real person.

11.2 How we communicate changes

Figma communicates material changes to functionality, intended use, and reliability through release notes, Help Center documentation, in-product messaging, and standard release communications.