Figma

AI PRODUCT SYSTEM CARD

Figma Draw

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PRODUCT STATUS	AVAILABLE ON THE FOLLOWING CUSTOMER TIERS	WHAT IT DOES
Generally available	Standalone AI image tools are available on paid plans. Supported Make an Image and Edit Image actions are also available through Figma Agent on all plans.	Figma Draw is a mode in the Figma Design editor that combines vector illustration tools with AI image generation and editing on the same canvas.

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 Draw 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 overview summarizes the main customer facing facts described in the sections that follow.

What it does	Creates new images and edits existing images on the Figma Draw canvas.
Who it is for	Designers and illustrators with edit access.
Where it appears	Figma Design, in Draw mode.
Availability	Standalone AI image actions require a paid plan and edit access. Supported Make an Image and Edit Image actions are also available through Figma Agent on all plans. A Full seat and edit access are required for the agent to make changes outside your Draft files.
Model selection	You can choose a model for Make an Image and Edit with prompt. Figma selects the models for other actions.
Data processing and storage	Figma stores your content in the United States. Model providers do not store your data at rest.
Training on your content	Model providers never train on customer content. Figma content training defaults depend on the plan, as described in Section 6.6.2.
Content moderation	Image actions with prompts screen prompts before model use. Image actions without prompts rely on provider safety controls.
Human oversight	You start every AI image action and review the result before deciding whether to keep it.
FigGov Experience	AI image tools are not available. Vector drawing tools remain 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

Figma Draw is a mode inside the Figma Design editor for vector illustration and image work. Its AI actions create images from text or edit images already on the canvas. You start each action and receive the result as editable content in your Figma file.

2.2 What the AI generates or predicts

The feature can create a raster image from text, edit an image, remove a background, erase an object, expand an image, improve resolution, isolate an object, and convert a raster image into editable vector paths. It does not classify or score your work.

2.3 How it works with other Figma products

Figma Draw runs inside Figma Design and places results on the canvas in the file you are editing. Supported Make an Image and Edit Image actions can also be invoked through Figma Agent. Figma permissions and AI controls apply to these actions, as described in Sections 6.2 and 8.2.

3 Models and providers

3.1 Models and where they run

Figma Draw uses third party image models from OpenAI, Google, Jasper, and Recraft. These models generate or edit an image from your prompt, source image, and selected region. The same input can produce different results, and every result requires your review.

MODEL AND DEVELOPER	ROLE IN THIS FEATURE	WHERE IT RUNS
OpenAI image models, OpenAI	Create and edit images from prompts and source images.	OpenAI API
Google Gemini image models, Google	Create and edit images from prompts and source images.	Google enterprise platform
Jasper image editing models, Jasper	Remove backgrounds, erase objects, expand images, improve resolution, and isolate objects.	Jasper
Recraft Vectorize, Recraft	Convert raster images into editable vector paths.	Recraft
Moderation models, OpenAI and Amazon	Screen prompts for image actions with prompts.	OpenAI, Microsoft Azure OpenAI, AWS Bedrock

3.2 Can I select the models?

Partly. You select a model for Make an Image and Edit with prompt from a list Figma provides. Figma chooses the models for other actions and moderation. Additional selectable models include: OpenAI ChatGPT Images, Google Nano Banana, Google Gemini Flash Image, and Google Gemini Flash-Lite Image.

3.3 What the providers do with your content

Model providers receive your prompt and image only to complete the requested action or safety screen. Every provider is contractually prohibited from using customer content to train or improve its models. OpenAI, Google, Microsoft Azure OpenAI, and AWS Bedrock use zero data retention or equivalent controls. Jasper and Recraft may retain content for up to 30 days under no-training and no-logging terms.

3.4 How a model change reaches you

Figma pins the feature to approved model versions instead of adopting every provider update automatically. Before adopting a new version, Figma revalidates image quality and safety against internal checks. Figma rolls changes out in stages and can hold or reverse a change when results regress. Figma also monitors provider release and deprecation notices.

4 Intended use

4.1 Primary intended users

Figma Draw is for designers and illustrators who create and edit images in a Figma Design file they can edit.

4.2 Primary intended uses

- Creating an image from a text prompt on the Draw canvas.
- Editing an image by removing a background, erasing an object, expanding the image, improving resolution, or isolating an object.
- Converting a raster image into editable vector paths.

4.3 Where it works best

- Your prompt states the subject, style, and composition clearly.
- Your source image is clear and has enough resolution for the edit.
- You review the changed region and the surrounding image before using the result.

5 Limitations

5.1 Known limitations

- Output can be inaccurate, unexpected, or low quality. Review every image before you use it.

– Models can render text, hands, and fine detail poorly. An edit can also distort parts of a source image that you intended to preserve.
– A third party provider outage can interrupt the AI image tools while the vector drawing tools continue to work.

5.2 Factors that affect output quality

– The clarity and specificity of your prompt.
– The quality and resolution of the source image.
– The model and provider used for the request.

5.3 Best practices for performance

– Compare every generated or edited region with the surrounding image before you rely on it.
– Use undo, redo, and version history to preserve an image you prefer before replacing it.
– Regenerate or select another available model for Make an Image when a result misses your intent.

6 Your data and privacy

6.1 Data that is Processed

DATA	WHAT IT INCLUDES
Your instruction	The prompt you give an AI image action.
Your image content	The source image, reference image, or image region used for the requested action.
Your selection	The area you select or mask for an image edit.

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

Deleting your Figma file removes the prompts and generated or edited images stored as customer content. Other data Figma holds is removed through the customer deletion request process.

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

Figma Draw does not require sensitive demographic data and does not use images to classify or infer demographic categories. A prompt or image can still depict a person. 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

Figma screens prompts before model use for Make an Image and Edit Image with AI. Image actions without prompts rely on provider safety controls. Figma validates that a response contains the expected image data before returning it. The model providers apply their own safety classifiers to generated output.

7.2 What is blocked

Prompts and generated results are blocked when they violate our acceptable use policy. The following are examples of content prohibited on the platform.

- 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 for synthesizing controlled substances.
- Malicious code, exploits, backdoors, and instructions enabling unauthorized access or system abuse.
- Encouragement or instruction of self-harm or suicide.

7.3 What happens when content is blocked

Blocked content is not returned. Figma explains that the request could not be completed and suggests different input. If a block appears wrong, revise the request or report the issue through the channels in Section 10.

7.4 Whether moderation can be edited or configured

End users cannot adjust or turn off Figma prompt moderation or provider safety settings. These controls are enforced for the image actions where they apply.

8 Safeguards and security

8.1 Security controls

- Traffic to model providers and internal services is encrypted in transit.
- Customer content and analytics data at rest are encrypted, with encryption keys and provider credentials managed separately.
- Every AI request passes through an authenticated gateway that applies permission checks, rate limits, logging, and alerting.
- Responses are checked for the expected image data and rejected when they are malformed.
- Rate limits and quotas protect the service from abuse and overload.
- Internal data stores are isolated and available only through approved roles and network controls.

8.2 Administrator controls

- Enterprise organization administrators can enable or disable AI at the organization or workspace level.
- Starter, Professional, and Organization administrators can enable AI if it was disabled during beta, but cannot disable it after enablement.
- Administrators manage the content training setting described in Section 6.6.2. It is on by default at the team level on Starter and Professional, and disabled on Organization and Enterprise.
- Governance+ hosting restrictions can limit some image editing actions, and output quality can vary.
- The AI image tools are not available in Figma for Government. They are available to higher education and bootcamp users, but not to K through 12 users.

9 Performance, evaluation, and fairness

9.1 How we evaluate this feature

Figma validates a new model version before it reaches you. A release is blocked when required moderation is absent, safety checks fail, error or crash rates exceed the accepted threshold, or a high severity issue remains open.

In production, Figma monitors latency, failed AI actions, client crashes, moderation outcomes, and high severity issues. Figma also reviews sampled prompts and images for visual quality and safety. Material regressions can trigger incident response, rollback, or routing to another provider.

9.2 What we measure

METRIC	WHAT IT MEASURES	WHY IT MATTERS TO YOU
End to end latency	The time from a request to a rendered image.	A sustained increase can reveal a provider or routing problem.
AI action error rate	How often an image action fails or returns an error.	A sustained increase can reveal a reliability regression.
Client crash rate	How often a session crashes during an AI image action.	It shows whether the feature disrupts work in the editor.
Moderation outcomes	How often requests are blocked by the moderation chain.	An unexpected change can reveal a safety or configuration problem.
Sampled output review	Review of sampled prompts and images for visual quality and safety.	It catches problems that operational measures do not show.

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 red teaming with demographic and sensitive prompts and sampled review of generated images. This qualitative and adversarial approach is suited to images that do not carry demographic labels for group metrics. The review looks for stereotyped and unsafe generations across varied prompts.

9.3.2 What the model providers reviewed

Google and OpenAI publish safety, responsibility, and bias evaluations for their image models. Figma relies on those evaluations for behavior inside those models. For Jasper and Recraft paths, Figma uses sampled output review because the internal record identifies no public model card.

9.3.3 Known differences in performance

Image quality can vary across subjects and cultural contexts, and provider training data can introduce bias. Figma does not have model level performance results broken down by demographic group or region.

9.4 Evaluate it for your own use

Performance varies with the prompts and images you provide. Before you depend on Figma Draw, run a pilot with your own materials and reviewers. Compare each edit with the source image and decide which outputs require review before use. The same prompt can produce a different image, so exact reproduction is not guaranteed.

10 Human oversight, feedback, and control

10.1 Human oversight

Figma Draw keeps a human in the loop. You start every AI image action, review the generated or edited image, and decide whether to keep it, redo it, or discard it. The model does not act on its own.

The feature can create synthetic images, but it does not make or enforce decisions about people. Provider safeguards and Figma moderation help prevent harmful imagery.

10.2 Reporting problems and giving feedback

- Report a failed action, unsafe image, or other concern through Figma support or the feedback controls within the product.
- Revise and resubmit a prompt when you believe a request was blocked incorrectly, and report repeated problems.
- Enterprise customers can also raise concerns through Customer Success.

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 AI image capabilities in Figma Draw are presented as named and labeled actions that you start deliberately. Generated and edited images remain on your canvas as editable artwork.

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.