Personal Intelligence in Google Search explained: Wallet, Drive and the Gemini app join AI Mode

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Short answer: Personal Intelligence in Google Search lets people opt in to connect their own apps to AI Mode so answers use their context. On 23 November 2026 Google said Google Wallet is rolling out now, with Drive and the Gemini app following in the coming weeks, joining Gmail, Calendar and Photos. It matters for marketers because results in AI Mode and AI Overviews are becoming personal, which changes what “ranking” and “visibility” mean.

TL;DR The short version

- Personal Intelligence lets people opt in to connect their own apps to Google's AI Mode so answers use their context.
- On 23 November 2026 Google began rolling out Wallet, with Drive and the Gemini app to follow, joining Gmail, Calendar and Photos.
- For marketers, personalised answers cannot be reproduced in a rank check, so treat visibility as a spread of answers and keep product facts unambiguous and current.

Read online, listen to it, or change the text size: https://blogs.iictp.org/google-search-personal-intelligence-wallet-drive-explained

What is Personal Intelligence in Search?

In a post by Robby Stein, VP of Product for Google Search, Google describes opt-in connections between AI Mode and a person’s own apps. With Wallet connected, AI Mode can map financial milestones, point out spending to trim and compare card rewards; Google says it can only read information from the accounts and cannot move, manage or invest money. With Drive connected, it can use documents, sheets and PDFs, for example to build a tax-season preparation plan.

How it works

- **Opt-in, per app.** People open Search Personalization, choose Connected Apps and pick the apps to link, and can turn each connection on or off at any time.
- **Shared context across Gemini and Search.** In the coming weeks the Gemini app can be connected, so an idea explored in one is available in the other.
- **Visible context and edits.** Google says people will soon be able to view the context AI Mode used through a “Personalization” icon under a tailored response, and can correct it in conversation, such as saying they are no longer vegetarian.

- **More personal AI Overviews.** Google also says it is starting to show more personally relevant responses in AI Overviews and AI Mode based on recent search context, such as resuming trip research.

What is new compared with earlier approaches

Search has long used signals such as location and history. The difference in this announcement is that people can bring documents, spending data and chat history into the answer, and that the answer is generated for them. Google says Gmail, Calendar and Photos were already supported.

What Google reported

- Wallet support begins rolling out on 23 November 2026; Drive and the Gemini app are described as “coming weeks”. Google gives no usage or accuracy figures in the post.
- The controls described are opt-in connection, per-app toggles, and the ability to edit what AI Mode knows.

Limitations and open questions

- The post is a product announcement. It does not publish accuracy tests, regional availability beyond what it states, or how connected-app content influences which sources are cited.
- Marketers cannot see another person’s connected context, so personalised answers are not reproducible in a rank tracker.

What it means for digital marketers (our reading, not Google’s claim)

- Treat visibility as a distribution of answers, not a single position. Sample prompts from different personas and log how answers differ.
- Make facts about your products unambiguous and current: prices, availability, policies and eligibility, because a personalised answer will combine them with the user’s own constraints.
- Do not expect first-party personal data to be available to you. Measure outcomes with your own analytics and consented data, and see how to identify Google Search traffic in your analytics.

Frequently asked questions

- **What is Personal Intelligence in AI Mode?** An opt-in feature that lets Google Search use connected apps such as Gmail, Calendar, Photos and now Wallet to tailor AI Mode answers.
- **Can AI Mode move my money?** Google says it can only read Wallet information; it cannot move, manage or invest money.
- **When do Drive and Gemini connect?** Google says in the coming weeks after the Wallet rollout.
- **Can I see what context was used?** Google says soon a “Personalization” icon under a tailored response will show it.

Related reading

- Gemini 4 Hydrogen in Google Search: query fan-out
- Ads in Google AI Mode

- Personal agents and analytics: site-owner controls
- AI Practitioner

Sources and currency

Sources were read on 24 November 2026. Products, rules and standards change, so check the linked originals before you rely on any detail.

> Related credential: AI Practitioner. Explore the exam facts and syllabus.

Sources and further reading

1. Robby Stein, Google. A more tailored Google Search that's uniquely yours. 23 November 2026. blog.google/products-and-platforms/products/search/google-search-personal-intelligence-apps.

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