See the agents: what site owners can now measure about personal AI agents

10 November 2026 · 5 min read · blogs.iictp.org/personal-agents-analytics-site-owner-controls

If a customer asks an AI agent to compare products on your site, the visit shows up in your logs as automated traffic. On 4 November Cloudflare announced tools to tell those visits apart.

TL;DR The short version

- On 4 November Cloudflare added Personal Assistants as a traffic category in Security Analytics, alongside verified bots and likely humans.
- Personal agents turn a person's instructions into requests on websites, so they look like automated traffic.
- Blocking all agents may lose customers; use the visibility to decide what access each kind of agent should get.

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What Cloudflare announced

- Cloudflare says personal agents turn a person’s instructions into requests on websites, and that to a site owner a product comparison, a support search and a purchase all look like automated traffic.
- Its Security Analytics now shows Personal Assistants as a category next to Verified Bot, Likely Human, Likely Automated and Automated, and lists which agents visit and how many requests each sends.
- Filtering on one agent shows the paths it requests, the status codes it receives and the networks it comes from, so you can see whether it is logging in, reading product pages, reaching checkout or hitting errors.
- Cloudflare also describes more granular access policies, and, in early access for sites with account protection, a view of which user an agent represents.

The decision underneath

Cloudflare’s own framing is that blocking agents entirely can feel safest but may mean losing customers, and that visibility is what lets you decide what access makes sense. That is a product decision as much as a security one.

- Measure first: which agents already visit you, and what do they do?
- Decide per path: read-only content, search and checkout carry different risks.
- Make sure pages that agents need, such as pricing and support, work without a login or a human-only puzzle where that is acceptable.
- Read this with our post on agents as intermediaries.

Facts in this post were read from the sources listed below on 10 November 2026; this is a developing story or product and details may have changed since.

Sources and further reading

1. Cloudflare Blog. See the agents, set the terms: New visibility and control for personal agents. 4 November 2026. blog.cloudflare.com/personal-agents-visibility-control/

Published by IICTP, an independent technical credential body, on 10 November 2026. The current version of this post is at https://blogs.iictp.org/personal-agents-analytics-site-owner-controls. More guides: blogs.iictp.org.