



• AI

CONSULTIPLY DAILY BRIEF • SMB

SIERRA + META • DRAFT PUBLISHED OCT 9, 2026 • STANDARDS

Your customers' AI agents need house rules.



PERSONAL AGENT PROTOCOL
• DRAFT

What the new Poppy draft means for a small business, and the three access levels to set first.

On Oct 9, Sierra published a draft of Personal Agent Protocol, known as Poppy, after announcing it that week with Meta and seven other companies. It gives a business a standard way to know when an AI agent is acting for a customer, and to set what that agent can do.

A PERSONAL AGENT VISITS YOUR STORE

SIERRA'S JACKET-RETURN EXAMPLE, REDRAWN

AI

PERSONAL AGENT • AS A GUEST

Identifies itself as an agent acting for a customer, then checks stock and your returns policy.

You

CUSTOMER • SIGNS IN ONCE

Signs in on your page through OAuth. The agent gets **only the access the customer approved**.

Biz

YOUR RULES • YOU SET THEM

ALLOWED Start a return **NOT ALLOWED** Change payment details

ILLUSTRATION OF SIERRA'S PUBLISHED EXAMPLE • NOT A PRODUCT SCREENSHOT

35 more

Design partners added Oct 9, incl. OpenAI, Visa, Mastercard, PayPal

poppy.json

One discovery file at /.well-known/ tells agents what they can do

OAuth

Built on OAuth, JWTs, HTTPS, OpenAPI and MCP

3 channels

You choose: your website, your APIs, or your own agent

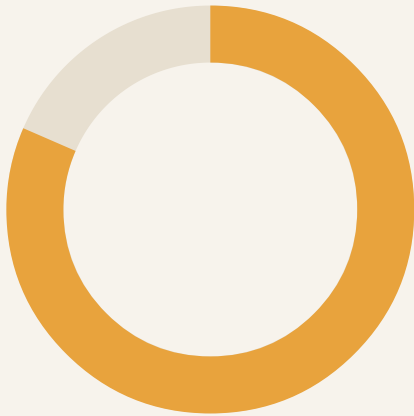
FROM SIERRA'S OCT 9, 2026 POST AND THE POPPY DRAFT SPEC • PROTOCOL CLAIMS ARE SIERRA'S

OWNER TAKEAWAY

Customer agents are already shopping. Decide now what a guest agent may ask, what needs the customer to sign in, and what is never allowed.

35 more companies signed on to shape it.

In September, Amazon blocked Meta's Muse agent, saying it did not identify itself (Adweek). Poppy proposes agents that announce themselves, and the list of design partners grew fast.



35

SIERRA · OCT 9, 2026

additional design partners named on the day the draft was published

That is 35 of the 43 companies named so far. They join Meta, Genesys, Instinct, NiCE, Rocket, Shopify, Stripe and Walmart, announced that Tuesday.

OPENAI

VISA

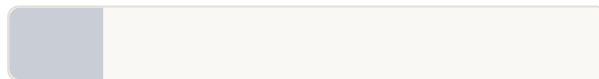
MASTERCARD

PAYPAL

TARGET

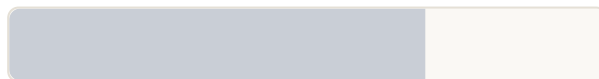
Companies named alongside Sierra so far

At launch (Tuesday)



8

Draft day (Oct 9)



35

Total named



43

0 25 50

COUNT FROM SIERRA'S OCT 9, 2026 POST · LAUNCH GROUP INCLUDES META

IDENTIFY

Agents say who they are

The agent identifies itself, so you always know when it acts for a customer.

GUEST

Simple asks, no sign-in

An agent can start as a guest to check stock or ask about returns.

OAuth

Only approved access

The customer signs in on your page and approves what the agent gets.

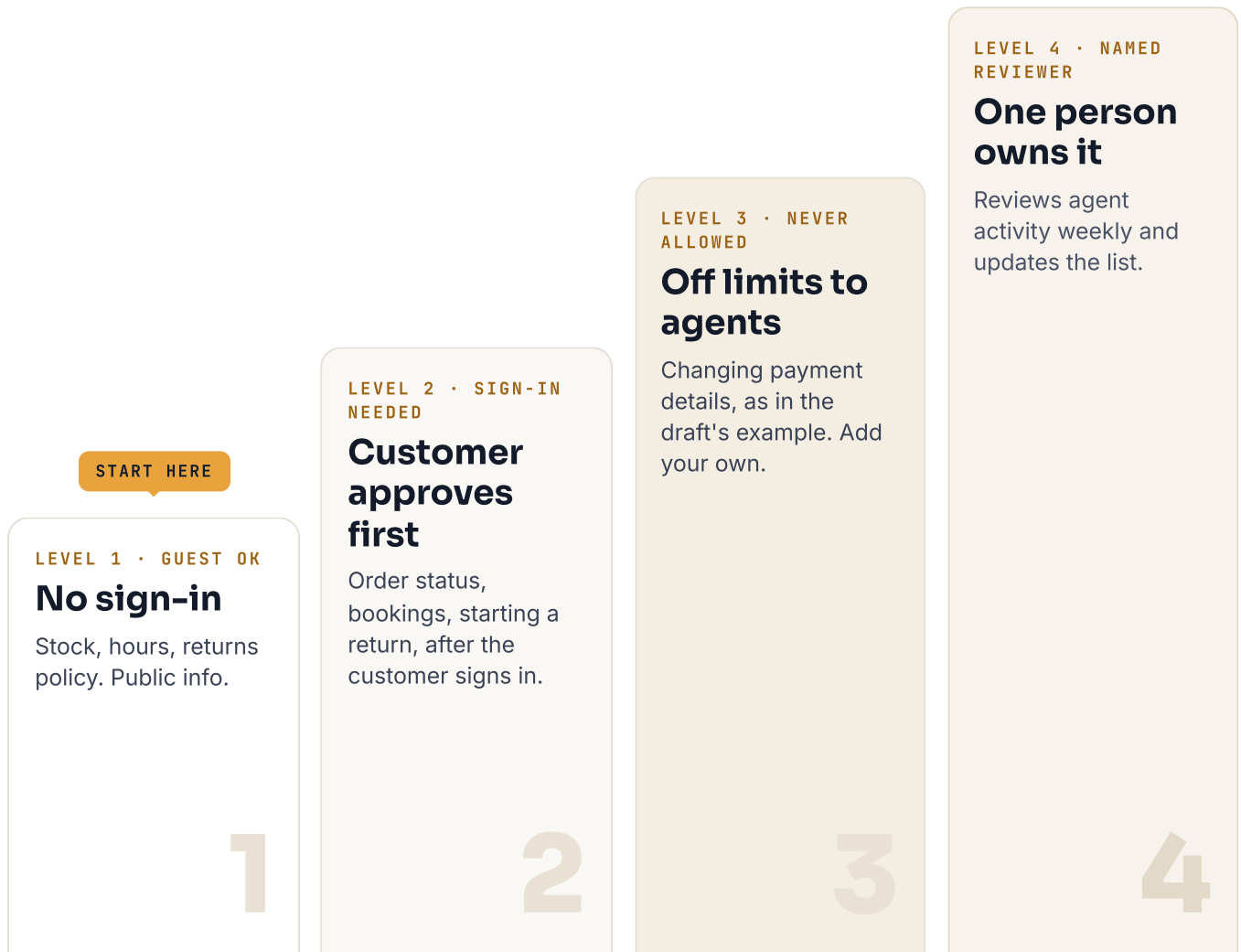
FIGURES AND PROTOCOL DETAILS PER SIERRA'S OCT 9, 2026 POST AND THE POPPY DRAFT SPEC · AMAZON AND MUSE PER ADWEEK

THE PRINCIPLE, PER SIERRA

Customers decide what access their personal agent gets. Companies set what those agents can do, through their website, their APIs or an agent of their own.

Set your agent rules, one level at a time.

Under the draft, each company sets what personal agents can do. You do not need to build anything yet. Write your rules down so you are ready when agents start asking.





Loosen a rule only when
The customer is signed in and the task is easy to undo.



Tighten a rule right away when
An agent does something unexpected or a customer complains.

THIS WEEK (CONSULTIPLY CHECKLIST)

MON

List top 10 requests
From email, chat and phone

WED

Sort each into a level
Guest, sign-in or never

FRI

Ask your platform
Does your store or site plan to support Poppy?

PAYMENT-DETAILS EXAMPLE FROM SIERRA'S DRAFT · LEVELS AND CHECKLIST ARE CONSULTIPLY GUIDANCE

OUR TAKE

Put AI to work on your terms: let agents in through the front door, with rules you wrote down first.



THIS WEEK · KEEP EXPLORING

Write your agent house rules before the agents arrive

01

List what customers ask

Stock, hours, order status, returns, bookings. Your top ten is enough.



02

Sort each into a level

Guest OK, sign-in needed, or never allowed for an agent.



03

Name who owns the list

One person reviews agent activity and updates the rules.

SOURCES · CLICK TO OPEN

Sierra · Sharing a draft of Personal Agent Protocol (Bret Taylor, Clay Bavor, Oct 9, 2026)

The draft, the 35 new design partners and the five building blocks.

sierra.ai/blog/poppy

Personal Agent Protocol · Specification (draft 0.1)

Discovery file, sessions, OAuth sign-in, scopes, APIs and conversations.

personalagentprotocol.org/docs/spec

Adweek · Amazon Locks Out Meta's Muse in Agentic Shopping Standoff

Context: the September dispute over an agent that did not identify itself.

adweek.com · [Amazon and Muse](#)

Read the full guide: what Poppy means for your business, and the three agent access levels to set first.

consultiplify.ai/blog/sierra-poppy-personal-agent-protocol-smb

POPPY'S FIVE BUILDING BLOCKS, PER SIERRA

01 · Discovery

One poppy.json file on your site

02 · Sessions

The agent says who it is

03 · Sign-in

OAuth, approved access only

04 · One session

Same token on every channel

05 · Job done

Website, APIs or your agent