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FREE GUIDE

ChatGPT Wallet: the store-ready checklist

Tick each box so AI agent shoppers using ChatGPT Wallet can find your products, get into your site and pay without your fraud filter blocking them.

WHAT THIS ADDS

The news is about shoppers, but the work is on the store side. Most lost sales will not come from a missing integration: they will come from a firewall or fraud filter that sees an AI agent and says no to a customer who already approved the purchase.

Step 1: Product information

- ☐ Claim your business in ChatGPT Business Hub and finish identity verification.
- ☐ Update your business details: website, description, policies.
- ☐ Choose the countries and currencies where you sell.
- ☐ Prepare the product feed with OpenAI's product feed schema and every required field.
- ☐ Keep item IDs stable between updates.
- ☐ Pick one delivery method: manual upload, hosted HTTPS link or SFTP.
- ☐ Set a reminder to refresh prices and stock so the feed matches your live site.

Step 2: Let ChatGPT's agent in

- ☐ Cloudflare: Security, Settings, filter Bot traffic, AI Crawler and Agent access policies, Personal Agents, set "dots, OpenAI" to Allow.
- ☐ Akamai: allow the verified bot "ChatGPT Agent".
- ☐ Vercel: check that "chatgpt-operator" traffic is not blocked.
- ☐ HUMAN: use Sightline Known Bots.
- ☐ Other provider or own servers: ask your developer to verify Web Bot Auth signatures (RFC 9421) with OpenAI's published keys.
- ☐ Test a checkout path after changing the setting.

Step 3: Payments and fraud

- ☐ Confirm your existing checkout accepts card tokens (no special Wallet integration needed).
- ☐ Ask your fraud provider to read the Forwarded header signals: IP country, language, time zone, network.

- □ If you run your own fraud checks, start logging the Forwarded header.
- □ Do not save or reuse a Wallet token for another order.
- □ For subscriptions, get the customer's consent for recurring charges.
- □ Watch declines and cancellations on orders that look automated, and call your provider before blocking them.

Step 4: Optional

- □ Consider a plugin or WebMCP tools so agents can check availability or manage carts.

Sources

OpenAI, Introducing ChatGPT Wallet (November 13, 2026). OpenAI for developers: Commerce Partner Playbook, Submit product feeds, Agent access, Accept payments.

DO THIS

This week, log in to your CDN or firewall, find the setting for ChatGPT's agent and make sure it is allowed. Then claim your business in ChatGPT and tell your fraud provider about the Forwarded header.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. $49/month per business, $149 Agency, and we move your contacts over for you.

Fynl.io does the busywork around a change like this in plain words: you say what you want, and the AI drafts your product descriptions, policies and customer replies using your own Claude or ChatGPT API key, with no markup on top.

Sources

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- OpenAI for developers: Agent access — https://developers.openai.com/commerce/agent-access
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