



## Worldpay Collaborates with Visa and Cloudflare to Advance Trusted Agent Protocol for Agentic Commerce

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Worldpay® is collaborating with [Visa](#), a world leader in digital payments and [Cloudflare](#), a leading connectivity cloud company, to advance the development of their Trusted Agent Protocol, an authentication layer for agentic commerce. This industry-wide collaboration harnesses the [Web Bot Auth Protocol](#) to establish a scalable, interoperable foundation rooted in reliability and trust—empowering merchants to seamlessly enable AI agents to make purchases on behalf of shoppers.

Worldpay has leveraged its decades of experience in payments innovation to help advance the Trusted Agent Protocol, advising on its applicability and providing broader merchant-centric perspectives. Through close collaboration with Cloudflare and other longstanding ecosystem partners, Worldpay will continue to help shape the evolution of the Trusted Agent Protocol and Web Bot Auth Protocol – which launched earlier this year. These frameworks have been developed to allow bots and agents to verify their identity for agentic commerce, enabling merchants to confidently identify agent traffic and securely accept diverse payment methods.

**Cindy Turner, Worldpay’s Chief Product Officer, commented:**

“Agentic commerce will quickly become the channel of choice for many consumers looking to shop, but its future adoption and scale depends on trust. Worldpay is leveraging its decades of payments expertise and collaborating with Visa, Cloudflare, and other ecosystem partners to build a secure, interoperable foundation for agentic commerce. This is about more than technology - it’s about collaboration between tech innovators and payments leaders who know what it takes to deliver reliability and adoption at scale.”

Worldpay’s participation in this initiative is the latest in a series of strategic industry moves designed to accelerate the future of agentic commerce. Through recent collaborations with innovative leaders such as Trulioo and Google, Worldpay is leveraging advanced identity verification solutions and helping drive the integration of intelligent commerce technologies to empower businesses and consumers with secure, streamlined, autonomous payment experiences.