



Engine by Gen Opens the Door to AI Agents, Creating a Trusted Path to Shop for Insurance

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Savvy now enables AI agents and assistants to help shoppers compare insurance while keeping sensitive personal information protected and maintaining the licensed expertise insurance requires

MOUNTAIN VIEW, Calif., Sept. 30, 2026 /PRNewswire/ -- Shopping with AI agents is moving quickly from novelty to real-world use, including for complex purchases like insurance, but privacy, access, and efficiency challenges have confronted early users. As AI agents such as Muse and Instinct begin shopping for insurance on consumers' behalf, some marketplaces have moved to restrict or block agent access. Today, Engine by Gen (NASDAQ: GEN) announced that [Savvy](#), its insurance marketplace, has launched the first-ever insurance shopping website designed specifically for AI agents. This allows people shopping for insurance to use AI agents to research insurance options privately, efficiently, and without fear of being blocked.

"AI agents are quickly becoming a popular way to get advice, but asking an agent to find car insurance is fundamentally different from asking it to find a new pair of sneakers," said Chris Schellens, Head of Engine by Gen. "When AI agents shop for insurance without using Savvy, people quickly lose control over their personal information as AI may share it with untold insurance websites, which leads to spam and risk of identity theft. When AI agents use the new Savvy website, shoppers can get rate estimates anonymously and can get personalized quotes without getting contacted by multiple insurers."

From blocking agents to building for them

As AI agents and assistants become more capable, businesses are deciding how they will interact with them. Some platforms have blocked AI agent access. Engine believes financial services should prepare for a world in which consumers increasingly ask AI to represent them.

Savvy is fully open to AI agent access and has relocated most questions onto a single page so that AI agents don't have to go back and forth between the website and their user. For insurance shoppers, that could make the request to their AI agent as simple as: "See if I can save money on my car insurance."

Behind that simple request is a much more complicated process. Before handling sensitive personal information, Savvy now generates rate estimates based on recently-sold insurance policies purchased by similarly situated customers. Only if these rates make sense does Savvy ask for the customer's contact information, and even then, only Savvy is permitted to use that contact information – avoiding the endless deluge of calls, texts and emails that could otherwise occur from an AI agent shopping each insurer's website on its own.

Savvy helps shoppers optimize their insurance while achieving the needs of both insureds and insurers, for example, minimizing spam for insureds and expensive data pulls for insurers.

Building financial services for the agentic internet

This important step by Savvy is the first in a broader Engine strategy that extends AI support beyond a single platform. Engine is exploring how its marketplace can work with AI agents and assistants across the emerging agent ecosystem, creating infrastructure that can connect consumers and their agents with insurance providers in a secure and responsible way.

The work is also the latest step in Gen's broader effort to build the trust layer for the agentic world. Since launching the [Agent Trust Hub](#) in early 2026, Gen has expanded it with VPN for Agents to help secure how agents connect and operate, and AI Data Checker to give people greater visibility into how AI services use their data. Now, Engine by Gen is bringing that same trust-first approach to financial services, creating infrastructure that enables consumers, their AI agents and insurance providers to interact securely and efficiently.

The result is a model that welcomes AI agents rather than shuts them out, while helping people maintain control of their data and giving carriers a trusted way to participate in the agentic economy.

To experience Savvy, visit <https://savvy.insure/>. To learn more about Engine by Gen, visit <https://engine.tech/>.

About Gen

Gen (NASDAQ: GEN) is a global company dedicated to powering Digital Freedom through its trusted consumer brands including Norton, Avast, LifeLock, MoneyLion and more. The Gen family of consumer brands is rooted in providing financial empowerment and cyber safety for the first digital generations. Today, Gen empowers people to live their digital lives safely, privately and confidently for generations to come. Gen brings award-winning products and services in cybersecurity, online privacy, identity protection and financial wellness to millions of people in more than 150 countries. Learn more at GenDigital.com.

About Engine by Gen

Engine by Gen is a category-leading embedded finance marketplace platform that connects millions of people with real-time, personalized financial and insurance product recommendations through the largest network of integrated providers—across mobile apps, websites, and a range of digital touchpoints. Built on Gen's legacy of trust, technology, and security, Engine powers the next generation of personalized financial products and content, helping partners deliver smarter, more relevant experiences at scale.

Media Contact:

Brittany Posey
press@gendigital.com

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