CHECKLIST · MARKETING

Google and Bing back one robots.txt signal to refuse AI training

Published 31 October 2026. Read the full story, sources and any updates at digitaladvisors.com.au/journal/shared-ai-training-opt-out-robots-txt/

- [ ] **Ask your developer whether your site uses NoArchive or NoCache.** If it does and you want to keep refusing Bing's AI use, set the new training and grounding preferences before 1 March 2027.
- [ ] **If you use NoArchive or NoCache, record a temporary grounding preference in Bing Webmaster Tools.** It opens on 15 December 2026 and keeps pages out of AI answers until Bing recrawls them. Publish the on-page grounding preference as well, before 1 March 2027.
- [ ] **Decide whether you want to refuse AI training.** Microsoft says Bing treats training as allowed if you publish no preference.
- [ ] **Add the shared training line to robots.txt if you do.** User-Agent: __usage_ai-training followed by Disallow: / covers the whole site for providers that honour it.
- [ ] **Check Google-Extended in your robots.txt.** If it explicitly allows Google-Extended, Google can still train on your site even with the shared line.
- [ ] **Set Bing's grounding tag only if you mean it.** Disallow keeps a page out of AI answers, including Copilot. DisallowExtended blocks only grounding services Microsoft sells to other companies.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.