FREE RESOURCE

Keep Your AI Conversations Private

Five minutes. Four tools. Fewer surprises.

Personal AI plans can use your chats for training unless you switch it off. Here is where to find the switch.

Advisors handle some of the most personal information people share. None of these changes stop the tools from working; they keep your chats out of model training and give you more say over what is remembered.

01
Training is a toggle
Often on by default. One switch turns it off for future chats.

02
Memory is separate
Training off does not stop the tool remembering you.

03
Business plans differ
Team and Enterprise plans are generally not used for training.

01 Claude

Free, Pro and Max plans

Profile icon › Settings › Privacy

SET IT LIKE THIS

Help improve Claude Stops new chats being used for training	OFF
Location metadata Optional: stops sharing your rough location	OFF

Also worth doing

- **Know the difference:** with training off, chats are kept on Anthropic's servers for up to 30 days. With it on, they can be kept up to 5 years.
- **Use an Incognito chat** for anything sensitive. It skips your history and memory and is never used for training.
- **Tidy up:** review memory in Settings, remove shared chats and skip thumbs up or down on sensitive chats; rated chats can be kept 5 years.

On Claude Team or Enterprise, chats are not used for training by default.

02 ChatGPT

Free, Plus and Pro plans

Profile icon › Settings › Data controls

SET IT LIKE THIS

Improve the model for everyone Applies on web and mobile once signed in	OFF
Voice mode training Separate control if you use voice	OFF

Also worth doing

- **Use Temporary Chat** for sensitive questions. Not used for training, deleted within 30 days.
- **Check memory:** Settings, then Personalization, then Manage memories. Delete anything about clients.
- **Remove old shared links:** Data controls, then Shared links, then Manage.

ChatGPT Business and Enterprise workspaces are not used for training by default.

03 Microsoft Copilot

Personal Microsoft accounts

copilot.com › Profile icon › Privacy

SET IT LIKE THIS

Model training on text May appear as Training on conversation activity	OFF
Model training on voice May appear as Training on voice conversations	OFF
Personalization and memory Copilot forgets what it remembered	OFF

Also worth doing

- **Repeat on every device.** Check the same toggles in the Windows or Mac app and the mobile app (menu, profile icon, Account, Privacy).
- **Opting out covers future chats only.** Anything already used for training cannot be pulled back.
- **Turn off ad personalization** in your Microsoft account privacy settings.

Signed in with a work or school account? Microsoft 365 Copilot is covered by enterprise data protection instead of these toggles.

04 Google Gemini

Personal Google accounts

gemini.google.com › Settings & help › Activity

SET IT LIKE THIS

Keep Activity Choose Turn off (formerly Gemini Apps Activity)	OFF

Shortcut: **myactivity.google.com/product/gemini**

Also worth doing

- **Know the limit:** even with Keep Activity off, chats are held for up to 72 hours so Gemini can reply and stay safe.
- **Use a Temporary Chat** (the dashed chat bubble, top right) for anything sensitive. It is not saved to your activity or used for training.
- **Go easy on feedback.** Rating a response can share that chat with Google. If you leave activity on, set auto-delete to 3 months.

Google Workspace accounts: Gemini prompts and responses are not used to train Google's models unless your organization opts in.

Your five-minute privacy checklist

- ☐ Training turned off in every personal AI account
- ☐ Memory reviewed, and anything about clients deleted
- ☐ Old shared links removed
- ☐ Temporary or Incognito chats used for anything sensitive
- ☐ Client work moved to a business plan
- ☐ Settings checked on every device and app

Please note: This is an overview, not a complete guide, and it is not legal, privacy, or compliance advice. Turning off training does not mean nothing is stored, and the best rule is still to keep client names and personal details out of personal AI accounts. Menu names and defaults change often; check each company's help pages if a step looks different. Pair this with the AI Governance Starter Kit.