

# AI PRIVACY SETTINGS GUIDE

Reduce Data Exposure from free and personal subscriptions of AI Tools in Under 10 Minutes - on ChatGPT, Claude, Gemini & Perplexity

Step-by-step instructions with screenshots

Prepared by	Intended for	Purpose
NxgSecure, nxgsecure.com	All employees using AI tools for work	Reduce data exposure from personal AI accounts

# Why This Guide Exists

Your employees are using AI tools every day to work faster and smarter. That is a good thing.

But on free and personal AI accounts, conversations are stored on third-party servers and in many cases used to train future AI models. When employees paste in customer data, contracts, or confidential information — that data leaves your company boundary.

Every major AI platform gives you a way to reduce this exposure. This guide shows you exactly where those settings are — and how to turn them off.

■ Each platform takes approximately 2 minutes to configure. Share this guide with your team and ask them to complete all platforms today.

## What This Guide Covers

<b>ChatGPT</b>	OpenAI	Turn off model training + use Temporary Chat
<b>Claude</b>	Anthropic	Turn off 'Help improve Claude'
<b>Gemini</b>	Google	Turn off Gemini Apps Activity
<b>Perplexity</b>	Perplexity AI	Turn off AI Data Retention

**Important:** Turning off model training reduces your exposure but does not make free accounts fully safe for regulated or confidential data. For employees handling sensitive client data, your company should use enterprise or team plans. Speak to your IT or security team for guidance.

GPT

# ChatGPT

Turn off model training + enable Temporary Chat

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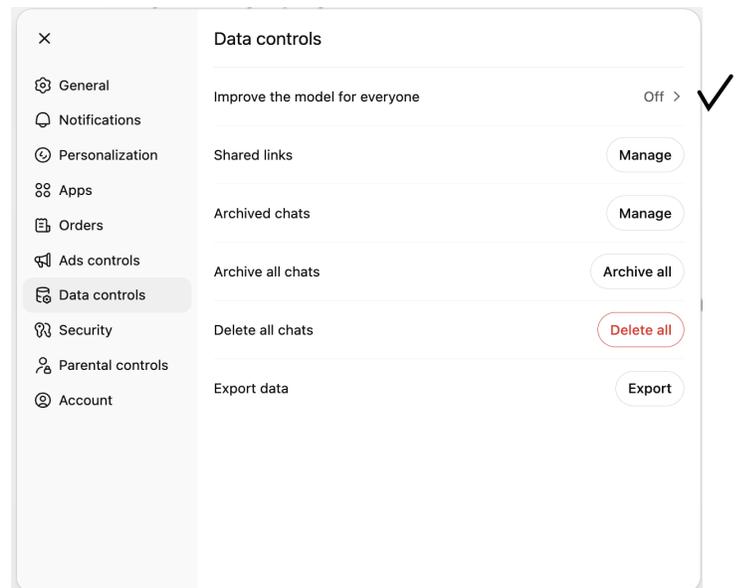
**Why this matters:** On free and Plus plans, ChatGPT stores your conversations and uses them to train future models by default. Turning off this setting means your new conversations will not be used for training. Temporary Chat goes one step further — nothing is saved at all, making it ideal for sensitive work.

## A Turn Off Model Training

**PATH:** Profile icon → Settings → Data Controls → 'Improve the model for everyone' → Toggle OFF

### Step-by-step instructions:

- 1 Click your profile icon in the top-right corner of ChatGPT
- 2 Select Settings from the dropdown menu
- 3 Click on Data Controls in the left sidebar
- 4 Find 'Improve the model for everyone'
- 5 Toggle the switch to OFF (it should turn grey)
- 6 Close Settings — the change takes effect immediately



✓ **RESULT:** Your new conversations will no longer be used to train ChatGPT models.

## B Use Temporary Chat for Sensitive Work

**PATH:** Any new chat → Top-right corner → Click 'Temporary' pill button

**Step-by-step instructions:**

- 1 Open a new chat in ChatGPT
- 2 Look for the 'Temporary' pill button in the top-right corner
- 3 Click it to enable Temporary Chat mode
- 4 You will see the chat window darken slightly — this confirms it is active
- 5 Type your sensitive prompt — nothing will be saved or used for training
- 6 Remember: you must enable this each time you open a new chat

ChatGPT

**✓ RESULT:**

This chat will not appear in your history and will not be used for training.

CLD

# Claude

Turn off 'Help improve Claude'

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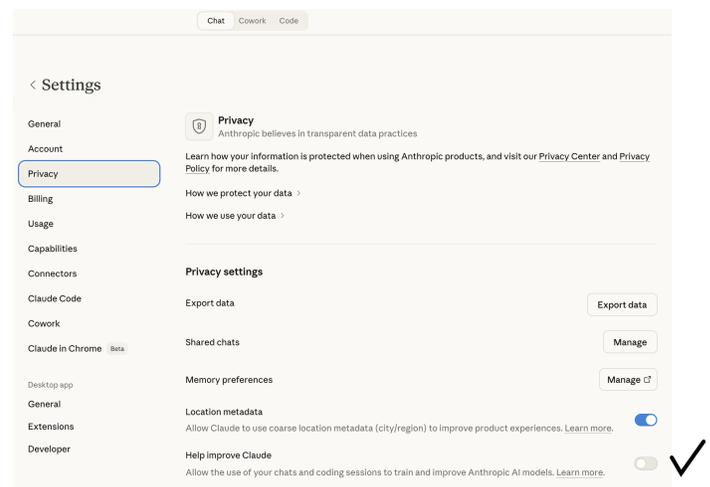
**Why this matters:** As of late 2025, Anthropic updated its policy so that consumer accounts (Free, Pro, and Max) now feed conversations into model training by default. Turning this off means your conversations will not be used for training and will be deleted within 30 days rather than retained for five years.

## A Turn Off Model Training

**PATH:** Profile icon → Settings → Privacy → 'Help improve Claude' → Toggle OFF

### Step-by-step instructions:

- 1 Click your profile icon or initials in the bottom-left corner
- 2 Select Settings from the menu
- 3 Click on the Privacy tab
- 4 Find the toggle labelled 'Help improve Claude'
- 5 Switch it to OFF (it should turn grey)
- 6 The change takes effect immediately for all new conversations



✓ **RESULT:** New conversations will not be used for training. Data deleted within 30 days.

GEM

# Gemini

Turn off Gemini Apps Activity

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**Why this matters:** Gemini stores your conversation history and uses it to improve its models by default. Turning off Gemini Apps Activity stops this. Note: on Gemini, this setting also turns off your conversation history — you will no longer be able to revisit past chats. This is a trade-off worth knowing before you make the change.

## A Turn Off Gemini Apps Activity

**PATH:** Gemini dashboard → Activity icon (bottom-left) → Turn off 'Gemini Apps Activity' → Confirm

### Step-by-step instructions:

- 1 Open Gemini at [gemini.google.com](https://gemini.google.com) and sign in to your Google account
- 2 Look for the Activity icon (clock with arrow) at the bottom-left of the screen
- 3 Click on it to open your Gemini Apps Activity page
- 4 Click the 'Turn off' button at the top of the activity page
- 5 A dropdown will appear — click 'Turn off' again to confirm
- 6 Optionally: delete your past activity using 'Turn off and delete activity'

### Gemini Apps Activity

#### Keep activity

Keeping your activity lets you pick up chats where you left off anytime and helps improve Google services, including AI models. When this setting is off, Google still saves chats for 72 hours to respond to you and help keep Gemini safe.

— Off ✓

Off since March 23, 2026

 Deleting activity older than 18 months >

Improve Google services with your audio and Gemini Live recordings.

[Learn more](#) about these settings

■ *Note: Turning this off also disables your Gemini chat history. You will not be able to refer back to previous conversations.*

✓ **RESULT:** Gemini will no longer save your conversations or use them for training.

PPX

# Perplexity

Turn off AI Data Retention

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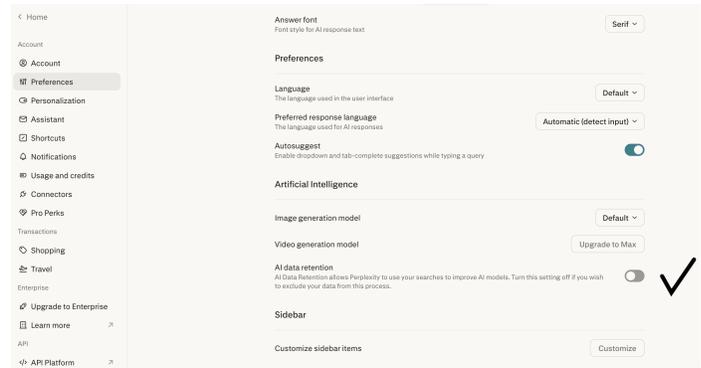
**Why this matters:** Perplexity uses your search queries and conversations to improve its AI models by default on Free, Pro, and Max plans. Turning off AI Data Retention stops this. Perplexity also has an Incognito mode — similar to Temporary Chat on ChatGPT — which is ideal for one-off sensitive searches.

## A Turn Off AI Data Retention

**PATH:** Profile icon → Settings → Account → Preferences → 'AI Data Retention' → Toggle OFF

### Step-by-step instructions:

- 1 Click your profile icon or initials in the top-right corner
- 2 Select Settings from the dropdown
- 3 Click on the Account tab, then find Preferences
- 4 Locate the toggle labelled 'AI Data Retention'
- 5 Switch it to OFF
- 6 The change takes effect immediately



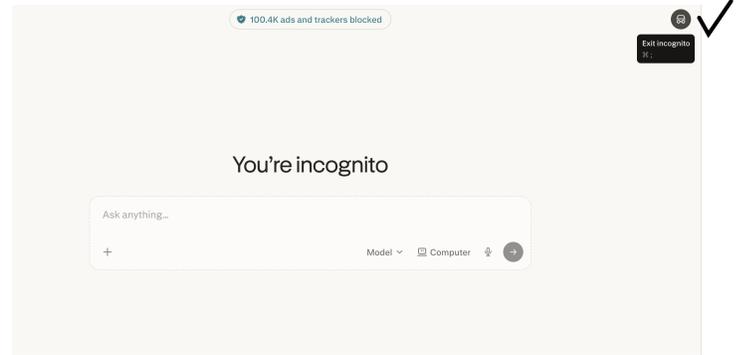
✓ **RESULT:** Your search queries and conversations will no longer be used to train Perplexity's models.

## B Use Incognito Mode for Sensitive Searches

**PATH:** New search → Incognito toggle or icon → Enable before searching

**Step-by-step instructions:**

- 1 Start a new search on Perplexity
- 2 Look for the Incognito mode toggle or icon
- 3 Enable it before typing your query
- 4 Your search will not be saved or used for training
- 5 You must enable this each time — it does not carry over between sessions

**✓ RESULT:**

This search will not be saved or used to improve Perplexity's models.

# Quick Reference Checklist

Use this checklist to confirm every platform has been configured correctly. Complete all steps and keep a copy for your records.

## ChatGPT

■ Complete

- Settings → Data Controls → 'Improve the model for everyone' → OFF
- Use Temporary Chat for any sensitive work (top-right pill button)

## Claude

■ Complete

- Settings → Privacy → 'Help improve Claude' → OFF

## Gemini

■ Complete

- Activity icon → Gemini Apps Activity → Turn off → Confirm
- Optionally: delete past activity

## Perplexity

■ Complete

- Settings → Account → Preferences → AI Data Retention → OFF
- Use Incognito mode for one-off sensitive searches

**Remember:** These settings reduce your exposure — they do not eliminate it. Never paste customer PII, financial data, contracts, or confidential information into any free or personal AI account, regardless of settings. When in doubt, use your company-approved AI tool.