A PRACTICAL GUIDE

Your Claude Privacy Checkup.

Settings worth checking before your next chat.

Find the controls. Understand their limits. Keep a checklist you can use again.

Start here

This guide is for personal Claude Free, Pro and Max accounts. It covers Incognito, model training, memory, connected apps, sharing and deletion.

Based on official documentation, not a signed-in account test. Menus may vary as updates roll out.

Independent TechLatte guide.
Not affiliated with Anthropic.

Official sources: Claude Help Center

01 / INCOGNITO

Use a chat that stays out of history.

1. Start a new chat **outside a project**.
2. Select the **ghost** at the top right. Look for the black border and Incognito label.
3. Use the **x** to close it when you're done.

What changes

The chat stays out of history, does not use existing memory or create new memory, and is not used to improve Claude.

> **Closing is not instant erasure.**
> Chats are retained for 30 days by default. Safety, legal and work-account retention policies can create exceptions.

Available on all plans. This is Claude's setting. A browser's private window does not turn it on.

Official sources: Incognito chats

02 / MODEL TRAINING

Choose how future chats are used.

Settings → Privacy
→ Help Improve our AI models

Turn this **off** if you don't want future eligible chats used for model training.

What this does not undo

Changing the setting does not reverse training already underway or completed.

Pause before sending feedback

Feedback may include the conversation. That data may be used for training and retained for up to **five years**.

> Safety-related exceptions still apply. Turning training off is not a promise that nothing is retained.

Official sources: Change the setting · Training and feedback

03 / MEMORY

Review what Claude remembers.

Settings → Memory

- **Search and reference chats:** turn off if you don't want past chats referenced.
- **Topics:** review, edit or delete saved details.
- **Generate memory from chats:** Pause keeps memories but stops their use and new additions. Reset deletes memories, including project memories.
- **Include sensitive topics in memory:** turn off to remove saved sensitive items.

> **Check memory separately.**
> In the new system, deleting a chat does not remove memories derived from it.

Some accounts still have the older Settings → Capabilities controls. Follow the documentation for the version you see.

Official sources: Chat search and memory

04 / CONNECTIONS & SHARING

Check who and what has access.

Connected apps

Customize → Connectors: review connected apps and disconnect any you no longer want.

Inside a chat, use **+ → Connectors** to disable an app for that conversation. Some connectors can take actions, not only read data.

Shared chats

Settings → Privacy → Shared chats: review access and revoke shares you no longer need.

Named people are the default on the web. Public links can be opened by anyone who has the link.

> Revoking a share cannot recall screenshots or copies someone already made.

Official sources: Connectors · Named shares · Public links

05 / EXPORT & DELETE

Save what you need. Remove the rest.

Export a copy

On web or desktop: **Settings** → **Privacy** → **Export data**. Claude emails a download link. Export is not available in the mobile app.

Delete a conversation

Use the chat title menu → **Delete**. For several chats: **Recents** → **View all**, select them, then **Delete Selected**.

Deleted chats leave your history immediately. Backend deletion normally happens within 30 days.

> Memory needs a separate check. Safety, legal and training-related retention exceptions may apply. Review the retention policy before relying on deletion.

Official sources: Export · Delete chats · Retention policy

KEEP THIS PAGE

Before your next chat.

- [ ] Replace names with labels such as “Client A.”
- [ ] Remove account numbers, addresses and details the task does not need.
- [ ] Crop screenshots to the relevant area.
- [ ] Leave out passwords, API keys and recovery codes.
- [ ] Use approved tools for work information.
- [ ] Lock your device when you step away.
- [ ] Review the conversation before sharing it.

Using a work account?

Team and Enterprise data is not used for training by default. Administrators may have retention and export controls. Incognito does not hide activity from your work account's owner.

Return to these settings when you connect a new app or Claude changes its controls.

Official sources: Commercial data use · Work-account limits