WEEK 1 · PRIVACY · FREE GUIDE

The Private Reset

Ten minutes to take your data back from ChatGPT and Claude.

By Jessica L. Rutter · Published for the week of October 13, 2026 · 6 minute read

Most people think closing the chat window closes the file. It does not.

By default, the two assistants most of us use can keep what you type and use it to train the next version of the model. Your salary negotiation. Your health question. The client email you pasted in at 11 p.m. to get a better version back.

None of that has to be the case. You can turn it off in under ten minutes, and nothing about how the assistant works for you gets worse. This guide walks through it screen by screen for ChatGPT and for Claude, then gives you the two habits that matter more than any setting.

ChatGPT, five minutes

1. **Turn off training.** Open Settings, then Data controls. Find the option that lets your chats improve the model for everyone, and switch it off. Your conversations stop being used to train future models from this moment.

2. **Read your memory.** Open Personalization, then Memory, then the list of saved memories. Read every line. Delete anything you would not want read back to you in a meeting. Switch memory off entirely if you would rather it kept nothing.

3. **Use a temporary chat for sensitive work.** A temporary chat is not saved to your history, does not use memory, and is not used for training. Reach for it for anything about money, health, legal matters, or a client.

4. **Clear old chats, then download your data.** Delete the conversations you no longer need from the history list. Then, in Data controls, export your data. You will receive an email with a copy of everything the account holds for you.

Claude, three minutes

1. **Turn off training.** Open Settings, then Privacy. Switch off the option to help improve Claude. With that off, conversations you delete are kept for a short window rather than for years. The exact wording and retention period are stated in the setting itself, so read it once.

2. **Delete the conversations you no longer need.** Hover a chat in the sidebar and delete it, or clear all conversations from Settings. If your account shows a memory feature, read what it holds and remove what should not be there.

3. **Keep sensitive work in a chat you will delete.** Claude does not have a temporary mode, so the habit is the mode. Start a new chat for the sensitive task, finish it, delete it.

> **Judgment is the part you keep. The paste is the part you protect.**

What never goes into a chat window

Settings protect you from the company. These habits protect you from yourself, and from the one time something is copied to the wrong place.

- A full name next to a private fact about that person
- Salary, offer, or settlement numbers with a name attached
- Client contracts, price lists, or anything under NDA
- Medical details, yours or anyone else's
- Passwords, API keys, account or card numbers

- Other people's private messages, pasted whole

The five-second swap

You do not have to stop using AI on real work. You have to stop giving it the names. Replace the identifying detail with the role or the shape, and the draft comes back exactly as good, because the model never needed the name. It needed the situation.

INSTEAD OF	PASTE
Margaret at Hartwell	The client, a senior buyer at a mid-size retailer
$184,000	Our third-quarter number, or a rounded figure
The signed contract, pasted whole	The two clauses in question, with names removed
The email thread with everyone on it	Your summary of what was said and what you need
Dr. Patel said my results showed	A doctor said the results showed

The Friday habit

Once a week, before the happy hour, open memory in whichever assistant you use most and read it top to bottom. Two minutes. Delete what should not be there. The reset is not a one-time task. It is a habit, and this is the easiest place to attach it.

Three questions people ask

Does deleting a chat delete my data?

Not immediately. Deleted chats leave your history but can be kept for a period before they are erased, and if training was switched on they may already have been used. Turn training off first, then delete.

Will turning off training make it worse for me?

No. The setting controls whether your conversations train future models. It does not change the quality of the answers you receive today.

I use the paid plan. Does any of this change?

The personal plans, free and paid, follow the same settings above. Business and enterprise plans are generally excluded from training by contract, but your employer controls the account, so the swap habit still applies.

Menus move. If a label is not where this guide says, search the settings for the words training, memory, or data. Checked October 2026.

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This is week one.

Inside the Club, the privacy reset is the first thing we do together, and the one page that teaches your assistant who you are is the second. Short lessons, a live session every week, and The Modern Happy Hour every Friday at 3 p.m. Pacific.

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