# YOUR 10–MINUTE AI PRIVACY AUDIT

*TAKE CONTROL OF YOUR DATA IN CHATGPT, CLAUDE & GEMINI*

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# WHY YOUR AI PRIVACY SETTINGS MATTERS

Right now, ChatGPT, Claude, and Gemini are storing your conversations, using your data to train future AI models, and retaining your inputs for years.

Most people have NO IDEA this is happening.

## THE GOOD NEWS

You can take control in about 10 minutes.

This checklist shows you exactly which settings to change and why they matter.

## WHAT YOU'LL LEARN

- Which AI tool trains on your data by default
- ow to opt out (and what happens when you do)
- How long your chats are stored
- Which tool gives you the most privacy

## WHY I BUILT THIS

I'm Dan Christ. I help people cut through tech confusion.
Companies make it HARD to protect your data. This guide makes it EASY.

Let's get started.

# CHATGPT PRIVACY SETTINGS

**CURRENT STATUS (As of Dec 2025)**

ChatGPT trains on your conversations by DEFAULT unless you opt out. Your chat history is saved indefinitely unless you delete it manually.

Good news: You CAN opt out AND keep your chat history.

**CRITICAL SETTINGS TO CHANGE**

Setting 1: Turn Off Training
- Where: Settings > Data Controls
- Toggle OFF: "Improve the model for everyone"
- What this does: Stops OpenAI from using your chats to train future models
- Trade-off: None. Your chats still save

Setting 2: Manage Memory
- Where: Settings > Personalization > Memory
- What to check: What ChatGPT has stored about you
- What to do: Review and delete anything sensitive
- What this does: Controls what ChatGPT remembers between sessions

# CHATGPT PRIVACY SETTINGS

Setting 3: Use Temporary Chat (Optional)
- Where: Top-left dropdown menu
- Toggle ON: "Temporary chat"
- What this does: Chats deleted after 30 days,  not used for training
- Trade-off: ChatGPT won't remember context

## WHAT ELSE YOU SHOULD KNOW

- Free & Plus users: Training is ON by default
- Business/Enterprise: Training is OFF by default
- Deleted chats: Removed from servers in 30 days
- Court order: OpenAI currently must retain all consumer data indefinitely due to NY Times lawsuit

## DAN'S TAKE

ChatGPT gives you good control once you know where to look. The Memory feature is powerful and can be a tad creepy. Check it monthly to see what it's stored about you.

My approach: Training OFF, Memory ON but reviewed monthly, Temporary Chat for everything sensitive.

# CLAUDE PRIVACY SETTINGS

**CURRENT STATUS (As of Dec 2025)**

Claude used to pride itself on NOT training on user data. That changed in August 2025. Now it DOES train on your chats—UNLESS you opt out. This applies to Claude Free, Pro, and Max plans.

**CRITICAL SETTING TO CHANGE RIGHT NOW**

Setting 1: OPT OUT of Model Training
- Where: claude.ai/settings/data-privacy-controls
- What to do: Turn OFF "You can help improve Claude"
- What this does: Stops Anthropic from using your chats to train future AI models
- Trade-off: None for you, but Claude won't improve from your conversations

⚠️ IMPORTANT: This toggle is ON by default. You MUST turn it off if you want privacy.

WHAT HAPPENS IF YOU DON'T OPT OUT
- Your chats WILL be used  for AI training
- Your data will be stored for 5 YEARS (not 30 days)
- Applies to all new or resumed conversations  after you accept the new terms
- Deadline was Oct 8, 2025—if you didn't opt out, you're opted IN

# CLAUDE PRIVACY SETTINGS

Setting 2: Check Your Memory Settings
- Where: Claude settings → Memory (if available)
- What to do: See if Memory is enabled; review  what's stored
- What this does: Controls what Claude remembers between sessions
- Note: Separate from training, this is about personalization

**WHAT DIDN'T CHANGE**
- Claude still doesn't sell your data to third parties
- Deleted conversations are removed within 30 days
- Business accounts (Claude for Work, Enterprise)  still don't train on your data

**DAN'S TAKE**

I was STUNNED when Claude changed this policy. Anthropic built its reputation on privacy, then quietly flipped to opt-OUT instead of opt-IN.

Go to claude.ai/settings/data-privacy-controls RIGHT NOW and turn off that toggle. Don't wait. This is a significant biggest privacy reversal.

# GEMINI PRIVACY SETTINGS

**CURRENT STATUS (As of Dec 2025)**

Starting Sept 2, 2025, Google uses "a sample" of your Gemini uploads (files, photos, videos, screenshots) to train AI UNLESS you opt out. The setting is ON by default for users 18+.

**CRITICAL SETTINGS TO CHANGE**

Setting 1: Turn Off "Gemini Apps Activity"
- Where: Activity page (clock icon) OR myactivity.google.com/product/gemini
- What to do: Turn OFF "Gemini Apps Activity" (being renamed to "Keep Activity")
- What this does: Stops Google from using your chats and uploads for training
- Trade-off: Chat history won't save

Setting 2: Opt Out of Audio Training (Mobile)
- Where: Gemini settings on mobile
- What to check: "Improve Google services with your audio and Gemini Live recordings"
- What to do: Make sure box is UNCHECKED

# GEMINI PRIVACY SETTINGS

Setting 3: Delete Past Activity (Optional)
- Where: Same activity page
- What to do: Click "Turn off and delete activity"
- What this does: Removes your past Gemini chats
- Note: Google keeps reviewed chats for up to 3 years (disconnected from your account)

**WHAT ELSE YOU SHOULD KNOW**
- Even with training OFF, chats stay on servers for 72 hours after deletion
- Google reviews some conversations for safety (humans may see your chats)
- Data is "disconnected" from your account but still stored for up to 3 years
- No way to completely prevent human review

**DAN'S TAKE**

Google's approach is the LEAST privacy-friendly of the three. The 72-hour retention, 3-year storage of reviewed chats, and vague "sample" language make me uncomfortable.

If you use Gemini, turn off activity NOW. Better yet, use it for general questions only and never anything sensitive or personal.

# YOUR 10-MINUTE PRIVACY ACTION PLAN

Print this page. Check each box as you complete it.

## CHATGPT
- ☐ Turn OFF "Improve the model for everyone"
- ☐ Review Memory settings
- ☐ Delete any sensitive past chats
- ☐ Bookmark: chatgpt.com/settings

## CLAUDE
- ☐ Turn OFF "You can help improve Claude"
- ☐ Verify setting saved (check again in 1 week)
- ☐ Delete any sensitive past chats
- ☐ Bookmark: claude.ai/settings/data-privacy-controls

## GEMINI
- ☐ Turn OFF "Gemini Apps Activity" (Keep Activity)
- ☐ Uncheck audio training (mobile)
- ☐ Delete past activity
- ☐ Bookmark: myactivity.google.com/product/gemini

## ONGOING MAINTENANCE
- ☐ Set calendar reminder: Check settings quarterly
- ☐ Before sharing ANYTHING sensitive, ask: "Would I be okay    if a human reviewer saw this?"
- ☐ Use Temporary Chat (ChatGPT) or incognito browsing for truly private conversations

# YOUR 10-MINUTE PRIVACY ACTION PLAN

⚠️ REMEMBER:
Even with all settings OFF, some data may still be:
- Reviewed by humans for safety
- Retained temporarily (30-72 hours)
- Subject to legal/court requests

NEVER share: Passwords, SSNs, credit cards, medical records, proprietary business info.

Most people have NO IDEA this is happening.

# WHAT'S NEXT

CONGRATS!

You just took back control of your AI privacy. You're now in the top 25% of AI users who actually understand what's happening with their data.

WHAT TO DO WITH THIS CHECKLIST:
- ☐ Forward to ONE friend who needs it
- ☐ Print it for your parents
- ☐ Share it at work (your IT team will thank you)

WANT MORE PRACTICAL TECH GUIDANCE?
I write a weekly newsletter that cuts through tech noise just like this checklist. No jargon. No hype. Just clear guidance you can actually use.

Subscribe: danchrist.com/subscribe

**NEED PERSONALIZED HELP?**
Maybe you're still confused. Maybe your business needs a full AI privacy audit. Maybe you just want someone to walk through this with you.

# WHAT'S NEXT

I offer:
- AI Privacy Audits for small businesses
- 1-on-1 AI training (I'm literally called "The AI Trainer")
- Tech troubleshooting for everyday tools

Book a free 30-min call: danchrist.com/services

**QUESTIONS? FEEDBACK?**

Email me: hello@danchrist.com

I read every email and will respond personally.

-Dan

P.S. If this saved you even 10 minutes of confusion, please forward it to someone who needs it. Privacy should be simple. Let's make it that way together.