

THE CHATGPT MEMORY KIT

See what it remembers, delete what you don't want, and set it up on purpose for your business

ChatGPT Memory remembers details from your chats in two ways: saved memories you asked for, and insights it picks up on its own from your past chats. It is available on Free, Plus, Pro, Team and Enterprise (Free gets a lighter version). Unless you have turned it off, it is working right now. Every quote in this kit comes from OpenAI's own pages, checked October 8, 2026. Educational only. Not affiliated with OpenAI.

THE 5 STEPS

- Step 1: ask it. Paste the first prompt on page 2 and read what ChatGPT says it remembers about you.
- Step 2: open Settings > Personalization > Memory, then Manage (or Saved memories). Read everything it saved and delete what you don't want.
- Step 3: tell it what you DO want it to remember. Use the business setup prompt on page 2.
- Step 4: put the basics (who you are, who you sell to, how to write) in Custom Instructions (page 3).
- Step 5: for anything private, use a Temporary Chat (page 3). It does not create or update memories.

IN OPENAI'S WORDS

What Memory does

"When Memory is enabled, ChatGPT can remember relevant preferences and details from your chats and other available sources." (OpenAI Help: Memory in ChatGPT, Overview)

The two ways it works

"This means memory now works in two ways: "saved memories" you've asked it to remember and "chat history", which are insights ChatGPT gathers from past chats to improve future ones." (OpenAI, Memory and new controls for ChatGPT, April 10, 2025 update)

THE SETTINGS WALKTHROUGH

- Find the controls. OpenAI: "To review the Memory controls available to your account: 1. Open Settings. 2. Select Personalization. 3. Select Memory."
- Depending on your plan you may see: "Memory, Reference saved memories, Reference chat history, Memory summary, Manage, or Saved memories." Manage / Saved memories is where you read and delete each one.
- Turn it off: "You can turn off memory at any time (Settings > Personalization > Memory). While memory is off, you won't create or use memories."
- The toggle rule: "If your settings include Reference saved memories, turning it off also turns off Reference chat history."
- Turn off Reference chat history and "information remembered from past chats is scheduled for deletion from OpenAI systems within 30 days."

THE PROMPTS (COPY AND PASTE)

1. See what it knows

What do you remember about me? List everything, including things you picked up on your own.

2. Set it up for your business

Remember that I run [BUSINESS] in [CITY]. My customers are [WHO]. I write in a plain, friendly voice. When I ask for posts, emails or replies, write them for those customers and keep my prices and claims exactly as I give them.

3. Make it forget one thing

Forget that [DETAIL]. Don't use it in future answers.

4. Fix something outdated

That's outdated. Update it: [NEW DETAIL].

OpenAI: "You can explicitly tell it to remember something, ask it what it remembers, and tell it to forget conversationally or through settings." After a forget or update, open Manage and check the list.

CUSTOM INSTRUCTIONS (SET IT UP ON PURPOSE)

- OpenAI: "Custom instructions allow you to share anything you'd like ChatGPT to consider in its response. Your custom instructions are applied immediately to all chats."
- Web or desktop: "In your Settings, select Personalization." Turn "Enable customization" ON, then fill in the Custom Instructions field.
- Mobile: "In your Settings, select Customize ChatGPT."
- Limits: "Free and Go users can save up to 1,500 characters in custom instructions. Plus, Pro, Enterprise, Business, and Education users can save up to 5,000 characters."
- Memory holds the details that change. Custom Instructions hold the basics that don't. Paste this and fill in the brackets:

Paste into Custom Instructions

About me: I own [BUSINESS] in [CITY]. I sell [WHAT] to [WHO]. How to respond: plain English, short sentences, no hype. Give me copy I can paste. Never invent prices, reviews, results or facts; if you are unsure, say so and ask. Ask one clarifying question if my request is unclear.

TEMPORARY CHAT (FOR PRIVATE STUFF)

- OpenAI: "A temporary chat stays out of your chat history and is not used to improve OpenAI models while it remains temporary."
- How: "1. Open a new chat. 2. Select Temporary. 3. Choose Personalized or Unpersonalized before you send your first message."
- "Neither option creates or updates memories while the chat remains temporary."
- "Unpersonalized: Does not use memory, custom instructions, or plugins." Pick this for anything you want kept out of ChatGPT's picture of you.
- Not invisible: "OpenAI may keep a copy of a temporary chat for up to 30 days for safety purposes."

THE CATCH

- OpenAI: "Deleting a chat doesn't erase its memories; you must delete the memory itself." (Settings > Personalization > Memory > Manage.)
- OpenAI: "Turning off Memory does not delete your past chats."
- OpenAI: "For personal ChatGPT accounts, OpenAI may use chats and remembered information to improve models when Improve the model for everyone is on. You can turn that setting off in Data controls."
- How: "1. Open your account menu. 2. Select Settings. 3. Select Data controls. 4. Select Improve the model for everyone, turn it off, and select Done."
- OpenAI: "By default, OpenAI does not use content from ChatGPT Business, Enterprise, Edu, or ChatGPT for Healthcare workspaces to train its models."
- OpenAI: "If you choose to provide feedback, such as selecting thumbs up or thumbs down on a response, the entire conversation associated with that feedback may be used to train OpenAI models."

YOUR MEMORY CHECK

Date	What it remembered that surprised me	Kept / deleted	Added on purpose

WHERE THIS COMES FROM (OPENAI'S OWN PAGES)

- OpenAI Help: Memory in ChatGPT
- OpenAI Help: Temporary chat
- OpenAI Help: Data controls
- OpenAI Help: Custom instructions
- OpenAI: Memory and new controls for ChatGPT

Checked October 8, 2026. Features vary by plan, region and platform, and change often. Educational only. Not affiliated with OpenAI. No results promised.

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