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Customize ChatGPT for Better Results

Use personality, characteristics, custom instructions, and memory with clear boundaries.

ChatGPT's personalization tools can make responses feel more consistent, but they do not improve the model's factual accuracy or give it new capabilities. Settings can vary by plan, region, device, and workspace.

01 / Start in Personalization

Open your profile menu, choose Settings, and open Personalization. Depending on your account, you may see Base style and tone, Characteristics, Custom Instructions, and Memory controls.

> Interfaces change. If a label in this guide is not visible, use the search or help options in ChatGPT and check the current official Help Center.

02 / Choose a base style and tone

Personality changes how ChatGPT communicates. It does not change what the model can do, its safety rules, or the need to verify important information.

- Choose the available base style that best fits most of your conversations.
- Expect your prompt and context to influence the final tone.
- Change the setting when your usual style changes; the selection applies across chats.

> *Regardless of the selected personality, respond in a clear, practical tone. Lead with the main answer, use examples when they help, and state uncertainty directly.*

03 / Fine-tune characteristics

Characteristics can adjust qualities such as warmth, enthusiasm, formatting, and emoji use when the feature is available.

- Use only as much warmth or enthusiasm as fits your work.
- Reduce decorative formatting when you need focused professional output.
- Treat characteristics as preferences, not guarantees; the conversation context still matters.

> *Use a warm, professional tone. Prefer short paragraphs, concrete examples, and direct recommendations. Avoid unnecessary emoji and do not hide uncertainty.*

04 / Write useful custom instructions

Custom instructions are most helpful for durable preferences that apply across many conversations.

- Describe the context that is consistently relevant.
- State how you want answers organized and what should be preserved.
- Include boundaries, such as asking before changing approved content.
- Avoid storing secrets or sensitive personal information.

> *I work on [CONTEXT]. When helping me, preserve [VOICE / FORMAT / CONSTRAINTS]. Lead with [PREFERENCE]. Ask a clarifying question when [CONDITION]. For current or high-stakes facts, use reliable sources and state what remains uncertain.*

05 / Understand memory before enabling it

Memory features may include saved memories, reference to chat history, a memory summary, and controls for managing what is stored. Availability and labels can differ.

- Turning memory off does not automatically delete memories already saved.
- Review and delete saved memories from the available memory controls when needed.
- Deleting a chat does not necessarily delete a saved memory created from it.
- Use Temporary Chat when you do not want a conversation to create or use memories. Check the current product description for the exact behavior available to your account.
- Do not rely on memory as a secure records system or as proof that information is current.

> If you use a managed work or school account, your administrator may control which personalization features are available.

06 / A five-minute setup

1. Open Settings and Personalization.
2. Choose the base style and tone that fits most of your work.
3. Adjust available characteristics conservatively.
4. Add one short set of custom instructions.
5. Review memory controls and decide what you want enabled.
6. Start a new chat and test the setup with a familiar task.
7. Revise one setting at a time so you can see what changed.

> *Use my current personalization preferences to help with this task: [TASK]. Before answering, tell me what assumptions you are making and what information would improve the result.*

> Verified against current OpenAI Help Center guidance for personality, characteristics, and memory on October 8, 2026.

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