

The  
Marketing  
Crowd

  
Local  
Enterprise  
Office  
Let's talk business

# HOW GOOGLE GEMINI COMPARES TO CHAT GPT

AND WHY IT IS BETTER THAN  
CHAT GPT FOR FREE USERS



# What we will cover

## **What is the same as the free version of Chat GPT**

- Prompts: You use the same prompts
- Custom instructions: You can add custom instructions
- Memory: How to ask it to write like you
- Search GPT: it has real time search built in
- Can analyse content of a web page

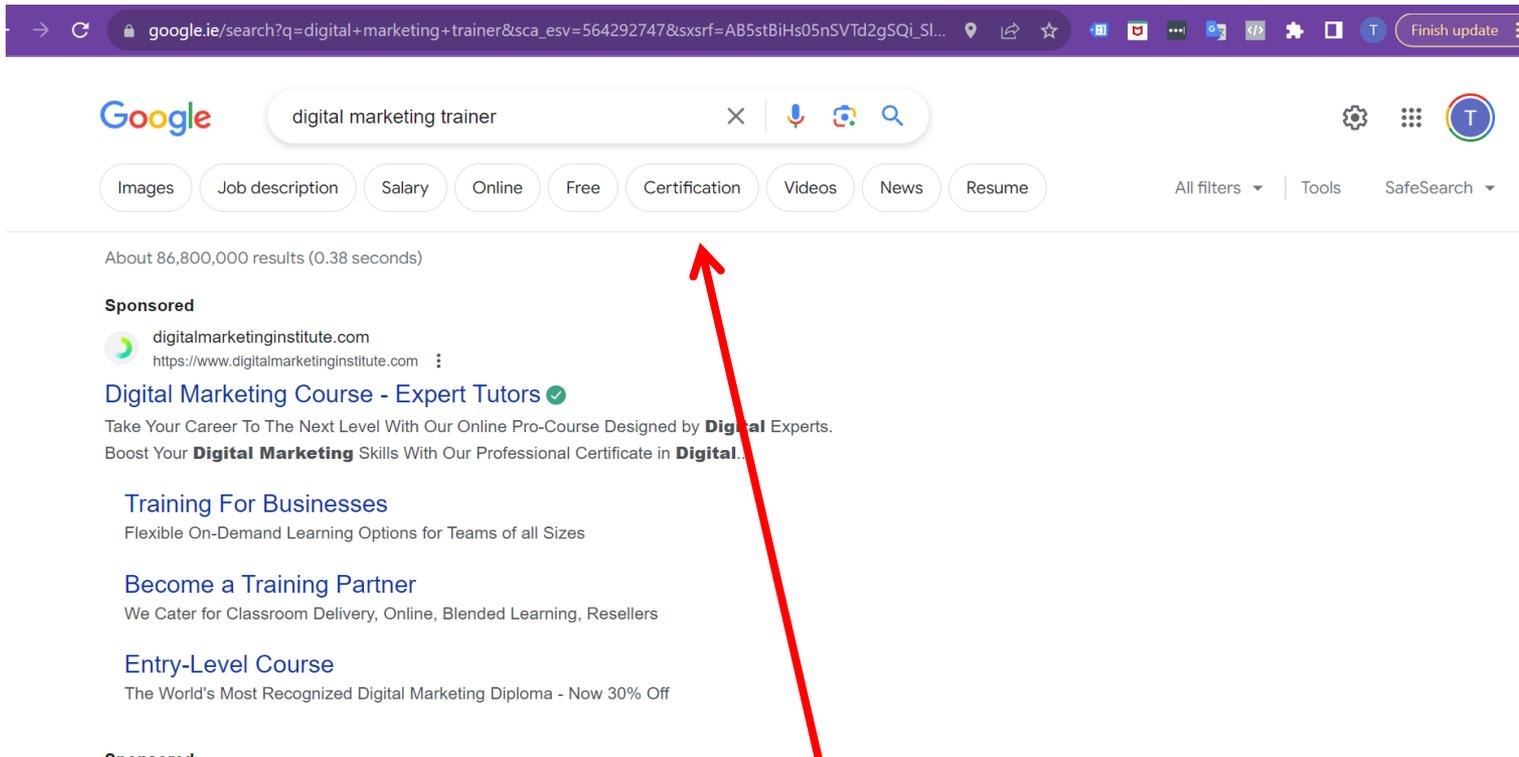
## **What you get for free in Gemini that you don't get for free in Chat GPT**

- Fact Check
- Unlimited Image creation
- Unlimited Image attachment
- Unlimited File attachment
- Projects / Gems
- Deep Research
- Multi step reasoning
- Enhanced voice
- Enhanced voice with video
- Canvas

## **What isn't as good as Chat GPT (Free)**

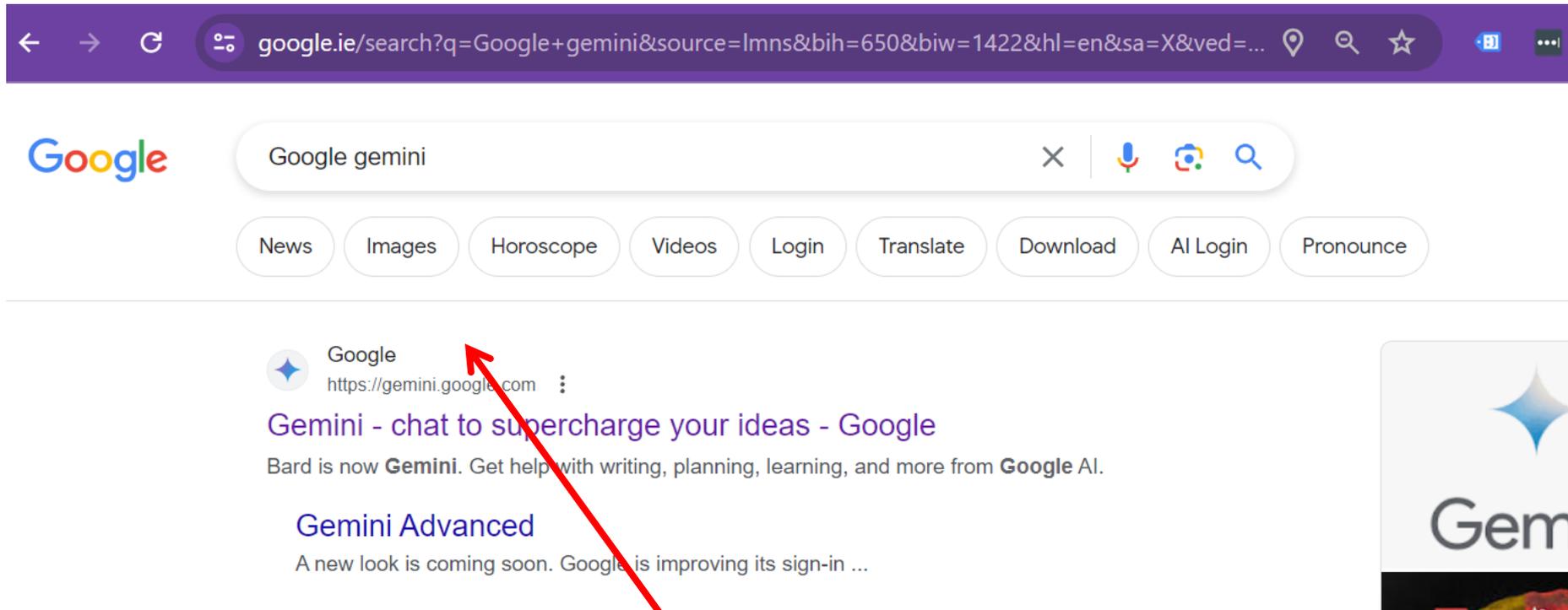
- Privacy

# How to access Gemini on desktop



When you do a Google search, you do not see Gemini or Chat as a search result option.

# How to access Gemini



To get to Gemini ... In your internet browser go to [Gemini.google.com](https://gemini.google.com)  
Or do a Google search for Google Gemini

# Google Gemini has been given major upgrades



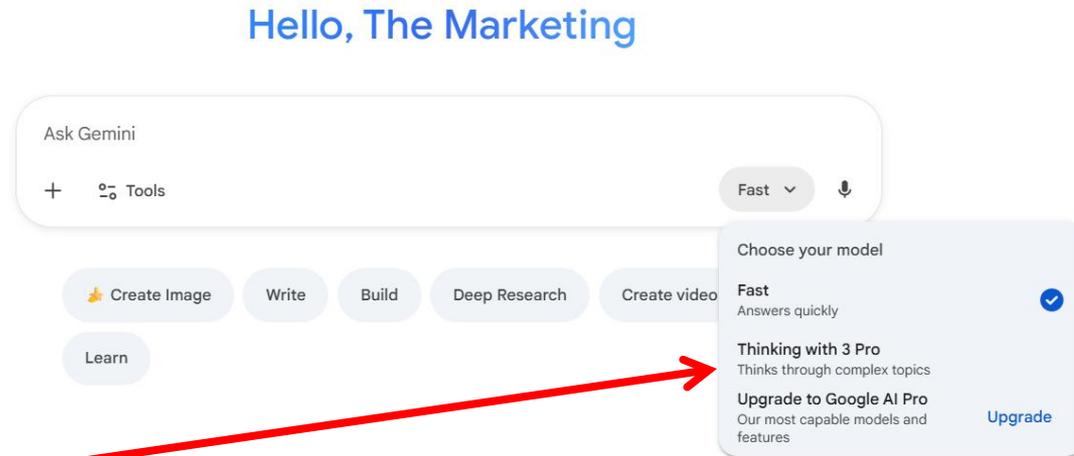
**In February 2025 Gemini got a big upgrade. The model upgraded from 1.5 Flash to 2.0 Flash with some extra 2.0 models**

**In May it got upgraded again to 2.5 flash**

**In November it got another major upgrade to 3.0 Pro**

**These upgrades are significant and Gemini now provides better answers than other LLMs across numerous tests**

# How to use Gemini (Free version)



**Click on this dropdown to choose a model**

**2.5 Flash is now the default model**

**3.0 Pro (thinking – great if you want to ask more detailed prompts that have multi variables that need to be thought through. You get a limited number of goes (4 or 5) every 6 hours.**

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## What isn't as good as Chat GPT (Free)

- Privacy

# Prompts – use the same prompts as Chat GPT

Gemini  
1.5 Flash

Try Gemini Advance

Act like a business growth expert and teach me how to get more sales for my hair salon business in Limerick, Ireland



## 1. Supercharge Your Online Presence

- **Google My Business:**
  - **Claim and Optimize:** Ensure your salon is listed on Google My Business.
  - **High-Quality Photos:** Showcase your salon's ambiance, staff, and happy clients.
  - **Encourage Reviews:** Respond to all reviews, both positive and negative, professionally.
  - **Local SEO:** Use local keywords (e.g., "best hair salon in Limerick," "hairdresser near me in Limerick") in your profile and posts.
- **Social Media Savvy:**
  - **Instagram & Facebook:**
    - **Visual Appeal:** Post stunning before-and-after photos, stylish hair inspiration, and engaging salon videos (e.g., staff introductions, behind-the-scenes glimpses).
    - **Run Contests & Giveaways:** Offer discounts, free treatments, or product bundles to attract new followers and encourage engagement.



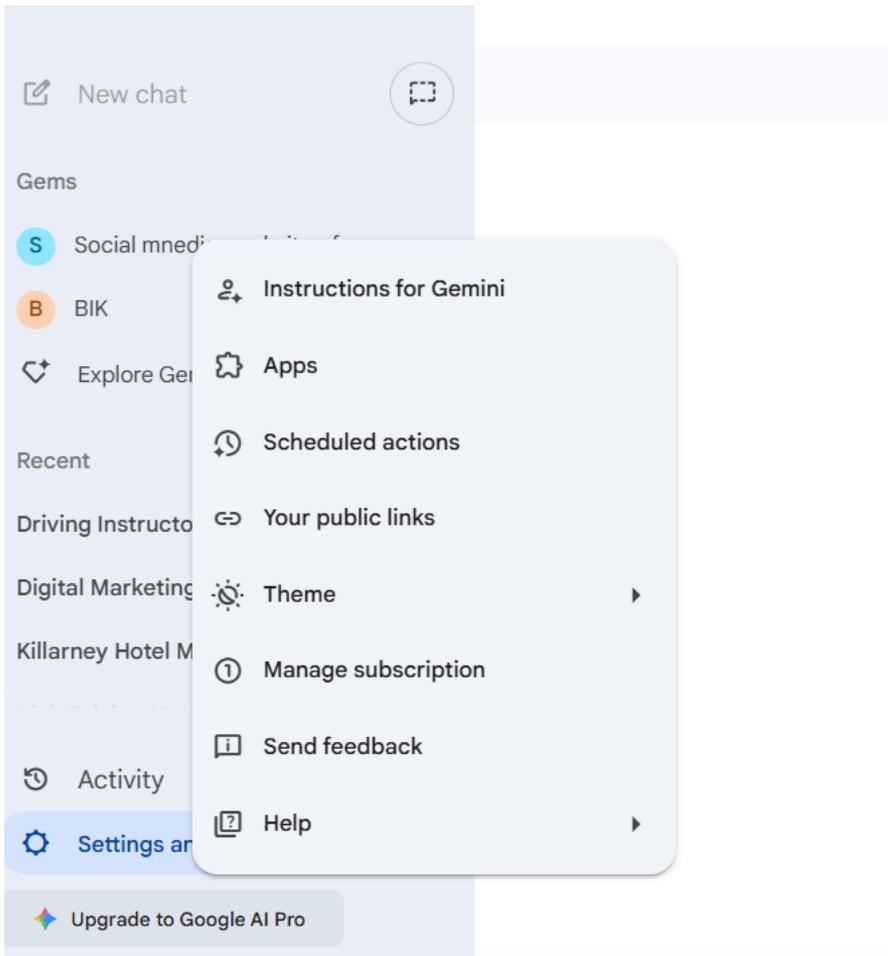
Ask Gemini



All the prompts you use in Chat GPT will also work in Gemini. E.g.

- Act like an expert
- Teach me
- Brainstorm
- Summarize
- Write

# Personalisation / Custom instructions: These are under Instructions for Gemini



You can provide Gemini with custom instructions to save you having to constantly provide them in a prompt

1. Click on settings in the bottom left
2. Click on Instructions for Gemini

# Custom instructions: These are under Instructions for Gemini

Gemini

## Info that you asked Gemini to save ⓘ



Share info about your life and preferences to get more helpful responses. Add new info here or ask Gemini to remember something during a chat.

+ Add

Show examples

Delete all

Saved today

I am a digital marketing trainer who delivers Digital marketing training courses to small business owners. Most of the people who attend my courses already have a basic understanding of Digital marketing and want to understand lesser known techniques that will help them grow their sales. 1. When it comes to digital marketing topics do not provide very basic / beginner level answers. Provide content that is geared more towards intermediate and advanced level. 2. Use a professional tone of voice. When generating copy or content and I



3. Click on Add
4. Paste in your custom instructions that you also use on Chat GPT

# Memory: You can ask Gemini to remember things

a)



When you are giving me digital marketing advice, always include examples that refer to a hotel in Killarney. Remember that



Sure, I'll remember to include examples that refer to a hotel in Killarney when giving you digital marketing advice. You can always ask me to forget things or manage what I've saved for you on the [Saved info page](#).



Ask Gemini



When you are writing a prompt you can ask it to remember that

It will then confirm that it will

It then places this memory in the Instructions for Gemini page. If you ever want to edit or delete it, go to the saves info page where you have also added your custom instructions

# Memory: You can ask Gemini to remember things

## Info that you asked Gemini to save ⓘ

Share info about your life and preferences to get more helpful responses. Add new info here or ask Gemini to remember something during a chat.

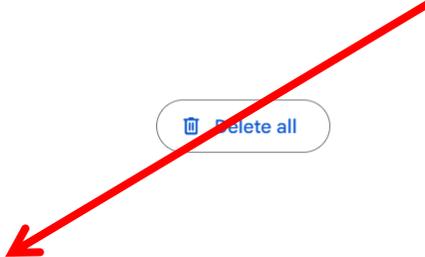


+ Add

Show examples

Delete all

Saved today



- When giving digital marketing advice, include examples that refer to a hotel in Killarney. ⋮
- I am a digital marketing trainer who delivers Digital marketing training courses to small business owners. Most of the people who attend my courses already have a basic understanding of Digital marketing and want to understand lesser known techniques that will help them grow their sales. 1. When it comes to digital marketing topics do not provide very basic / beginner level answers. Provide content that is geared more towards intermediate and advanced level. 2. Use a professional tone of voice. When generating copy or content and I ask for a friendly tone of voice do not use overly friendly terms like Hello ladies or howdie ⋮

It then places this memory in the saved info page. If you ever want to edit or delete it, go to the Instructions for Gemini page where you have also added your custom instructions

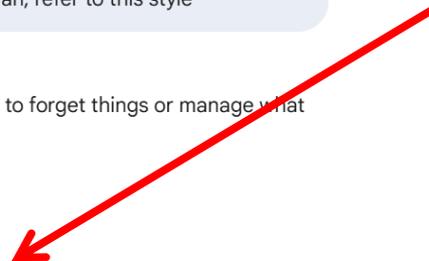
# Write like me: Ask it to analyse your writing style and then to remember it

mental)

Try G

this is Evan's writing style, remember this and in the future when I ask you to write like evan, refer to this style

Okay, I'll remember Evan's writing style. You can always ask me to forget things or manage what I've saved for you on the [Saved info page](#).



1. Paste in some examples of your blogs or business articles
2. Ask it to analyse the writing style
3. Tell it that this is “your name” writing style. Remember this. When I ask you to write like “your name” refer to this style

# Write like me: Ask it to analyse your writing style and then to remember it

## Info that you asked Gemini to save ⓘ



Share info about your life and preferences to get more helpful responses. Add new info here or ask Gemini to remember something during a chat.

+ Add

Show examples

Delete all

4. It will then store it under Instructions for Gemini page

### Saved today

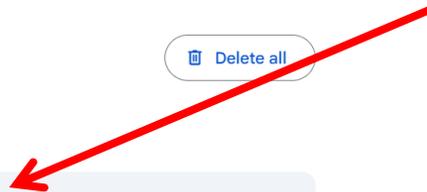
Evan's writing style is direct, action-oriented, and informative, aimed at providing practical advice for the reader. It employs clear and concise language, direct addressing, emphasis on practicality, a sense of urgency and importance, a structured format, focus on benefits, an informal yet professional tone, and a forward-looking perspective.



When giving digital marketing advice, include examples that refer to a hotel in Killarney.



I am a digital marketing trainer who delivers Digital marketing training courses to small business owners. Most of the people who attend my courses already have a basic



# Real time / up to date search is built in (Like Perplexity / Search GPT)

Try Gemini

what is the latest meta share price and what is driving it?

As of Wednesday, April 16, 2025, at approximately 4:27 PM GMT-4 (which is 8:27 PM in Ireland), the price of Meta Platforms Inc. (META) is trading around **\$512.41**. This represents a decrease of about 1.75% from the opening price today. Other sources indicate slightly different real-time figures, generally in the range of **\$520-\$521**, with similar percentage decreases for the day.

It's worth noting that these are dynamic figures and can change rapidly.

Several factors are currently influencing Meta's share price:

- **Antitrust Trial:** Meta's antitrust trial commenced this week. CEO Mark Zuckerberg reportedly proposed a \$1 billion settlement, which was rejected by the Federal Trade Commission (FTC), who are seeking \$18 billion. This ongoing legal battle introduces uncertainty.

Ask Gemini

+ Canvas

Gemini is now an up to date answer engine like Perplexity and Search GPT (In chat GPT)

Ask it any question that requires the very latest news from the internet and it will give an answer with links to sources

Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

# Can analyse content of a web page

Try

Act like a marketing expert and analyse the content this web page. where is it strong and where could it be improved? <https://themarketingcrowd.ie/digital-...>

Provide it with a url and then ask

1. Summarise the content of this web page
2. Act like a marketing expert and tell me what is strong and weak on this page

✦ Alright, let's dive into this webpage. Here's a breakdown of its strengths and potential areas for improvement:

### Strengths:

- **Clear Value Proposition:** The headline "Digital Marketing School" immediately tells you what the page is about. The subsequent text quickly elaborates on the benefit: mastering digital marketing skills to grow your business. That's direct and hits the mark.
- **Structured Learning Paths:** Presenting distinct learning paths (e.g., "Start Your Digital Marketing Journey," "Scale Your Business") caters to different user needs and experience

Ask Gemini

+ Canvas



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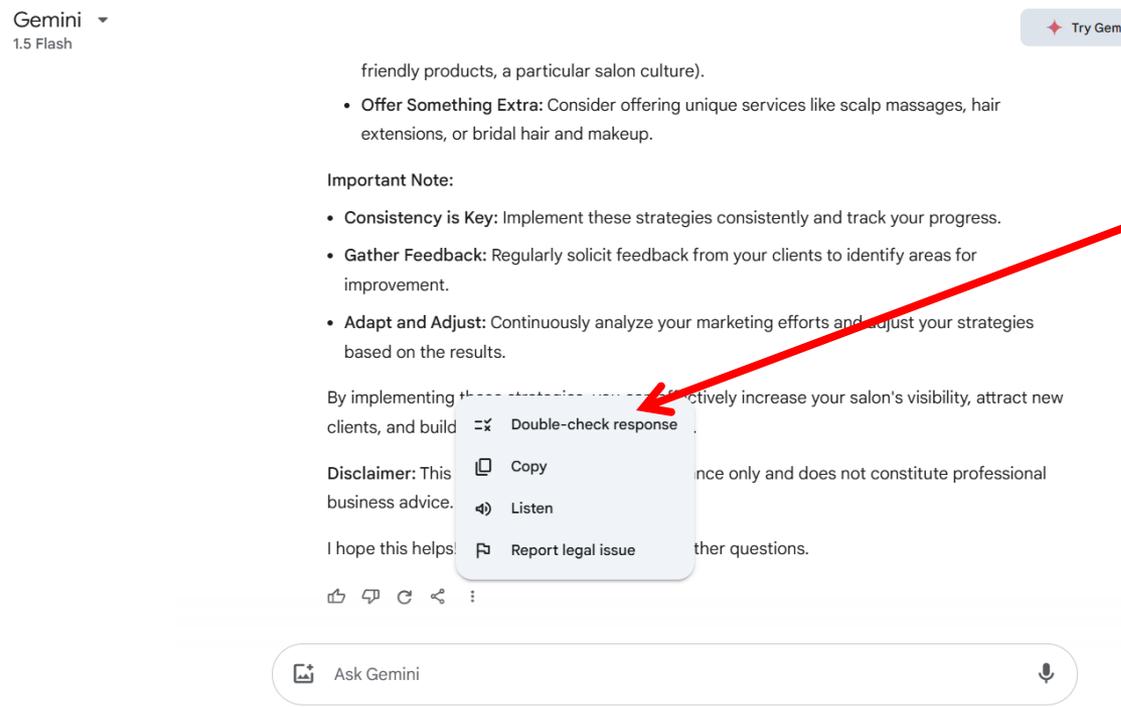
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## What isn't as good as Chat GPT (Free)

- Privacy

# Fact check to combat hallucination



At the bottom of the answer there are 3 dots.  
Click on double check response

It will then use Google to check for factual errors

This is very useful if you are using an Ai to research things that HAVE to be factually correct

Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

# Unlimited Image creation

T create an image of a cheetah running through the savannah

Evan M

✦ Sure, here is an image of a cheetah running through the savannah:



Enter a prompt here

Gemini may display inaccurate info, including about people, so double-check its responses. Your privacy and Gemini

Start your prompts with " Create an image".

Type whatever you want to create. You can use these images in your digital marketing

**Imagen, the image creator got a major upgrade and the quality of the images are excellent.**

Unlike the free version of Chat GPT you can create unlimited images in Gemini

# Place your product into a scene



A blonde woman aged 25 wearing this handbag. She is casually dressed and wearing black sunglasses. She is entering a high-end boutique in London



Add 2 images. Place 2 people modelling your products in the same image



Place the man and the woman  
a stylish bar. they are both  
looking at the mobile phone  
and smiling. they are wearing  
the same clothes as they are  
wearing in the images



# Image attachment – ask it to write draft text for the web page for your products



write the text for the web page for this new jacket in stock

## ◆ Conquer the Elements in Style: The New Mariner Peacoat

**Introducing the Mariner Peacoat:** Your essential companion for navigating the crisp air with rugged elegance. Crafted for both durability and timeless style, this jacket is more than just outerwear – it's an investment in enduring quality.

Ask Gemini

+ Canvas

🎤

Click the + icon next to the prompt

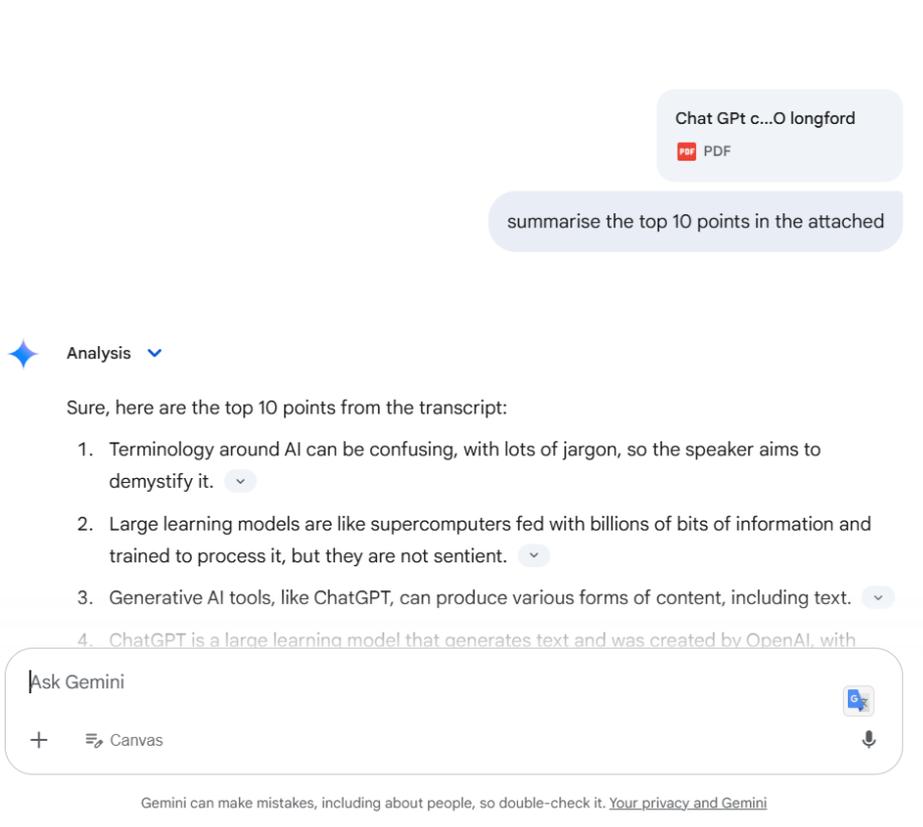
Select Image

Attach your image

Write your prompt e.g.

“write the text for the web page for this new jacket in stock”

# File attachment – ask it to analyse or summarise a file for you



The screenshot shows the Gemini chat interface. At the top, a file attachment is shown with the name "Chat Gpt c...O longford" and a PDF icon. Below it, a prompt is entered: "summarise the top 10 points in the attached". The chat history shows a previous interaction where the user asked for an analysis of a transcript, and Gemini responded with a list of 10 points. The current prompt is entered in the input field, which also contains a "+" icon, a "Canvas" icon, and a microphone icon. At the bottom, a disclaimer states: "Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)".

Chat Gpt c...O longford  
PDF PDF

summarise the top 10 points in the attached

Analysis ▾

Sure, here are the top 10 points from the transcript:

1. Terminology around AI can be confusing, with lots of jargon, so the speaker aims to demystify it. ▾
2. Large learning models are like supercomputers fed with billions of bits of information and trained to process it, but they are not sentient. ▾
3. Generative AI tools, like ChatGPT, can produce various forms of content, including text. ▾
4. ChatGPT is a large learning model that generates text and was created by OpenAI, with

Ask Gemini

+ Canvas

Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

Click the + icon next to the prompt

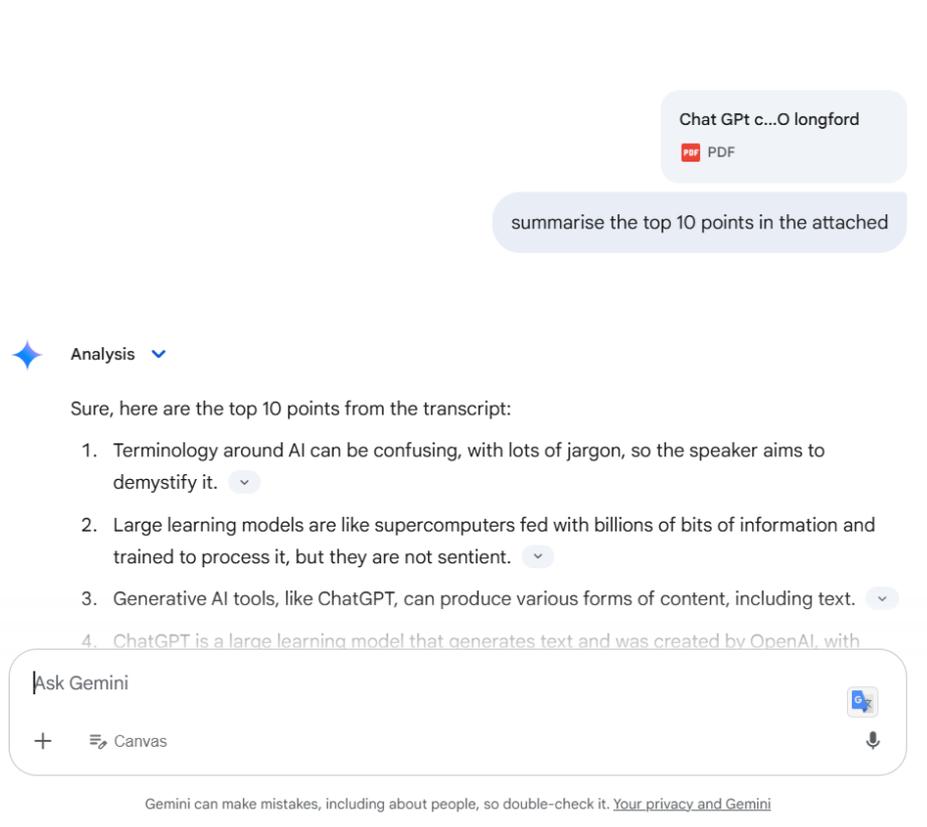
Select file

Attach your file (pdf

Write your prompt e.g.

“summarise the top 10 points in the attached”

# File attachment – supported file formats



The screenshot shows a chat interface. At the top, a file attachment is shown with the name "Chat Gpt c...O longford" and a PDF icon. Below the attachment, a message says "summarise the top 10 points in the attached". The response from the AI is under a heading "Analysis" and says "Sure, here are the top 10 points from the transcript:" followed by a list of four points. The first point is "1. Terminology around AI can be confusing, with lots of jargon, so the speaker aims to demystify it." The second point is "2. Large learning models are like supercomputers fed with billions of bits of information and trained to process it, but they are not sentient." The third point is "3. Generative AI tools, like ChatGPT, can produce various forms of content, including text." The fourth point is "4. ChatGPT is a large learning model that generates text and was created by OpenAI, with". Below the response is a text input field with "Ask Gemini" and a microphone icon. At the bottom, there is a note: "Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)".

Chat Gpt c...O longford  
PDF PDF

summarise the top 10 points in the attached

Analysis

Sure, here are the top 10 points from the transcript:

1. Terminology around AI can be confusing, with lots of jargon, so the speaker aims to demystify it.
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Ask Gemini

+ Canvas

Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

## Supported files:

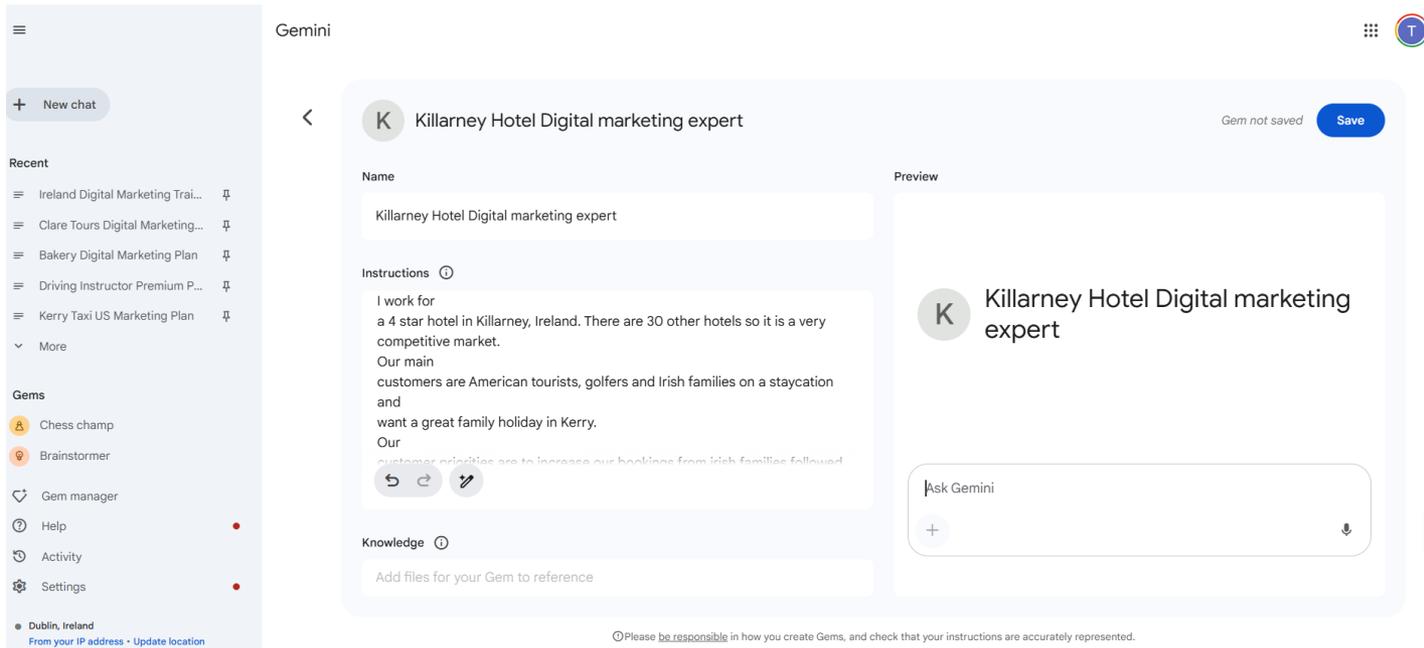
- PDF (\*.pdf)
- Word documents (\*.doc, \*.docx)
- PowerPoint presentations (\*.ppt, \*.pptx)
- Plain text files (\*.txt)
- Rich text files (\*.rtf)
- Google Docs and Google Slides files (when connected via Google Drive)
- Some additional formats like DOT, DOTX, HWP, HWPX (less common document formats)[237](#)

## Not Supported in Free Version:

- Excel spreadsheets (\*.xls, \*.xlsx)
- CSV or TSV files
- Code files (e.g., \*.py, \*.json)
- Audio, video, or ZIP files

# You can now get creative answers far more tailored to you by creating projects in Gemini for free (Gems)

## In Chat GPT projects are now also free for users



The free version of Gemini now has the ability to create Custom projects (Gems) that are an expert in any area you want and you can add custom instructions and upload your own files.

On the left menu click on Manage Gems. Then create a Gem

Give it a name and add your custom instructions. You can also add files

Click save

Your gem will now be on the left menu – ask any questions and the answer is far more tailored

# Get a highly detailed deep research report on your industry or competitors

## Use 2.5 Flash and then click Deep research

The screenshot displays the Gemini Deep Research interface. On the left, a prompt box contains the text: "Create a detailed research report on Digital marketing training companies in Ireland. Assess what they offer regarding products and services and analyse the prices charges. Also assess their approaches to digital marketing. what are the trends in this market and what should a digital marketing trainer be focusing on in the next 12 months". Below the prompt is a blue star icon and a message: "I've put together a research plan. If you need to update it in any way, let me know." At the bottom left, there is an "Ask Gemini" section with a plus icon, a "Deep Research" button, a "Canvas" button, and a microphone icon. A disclaimer at the bottom left states: "Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)".

The main content area on the right shows the title "Ireland Digital Marketing Training Analysis" with an "Export to Docs" button. The report content is as follows:

### Digital Marketing Training Companies in Ireland: An Industry Analysis

**1. Executive Summary:**

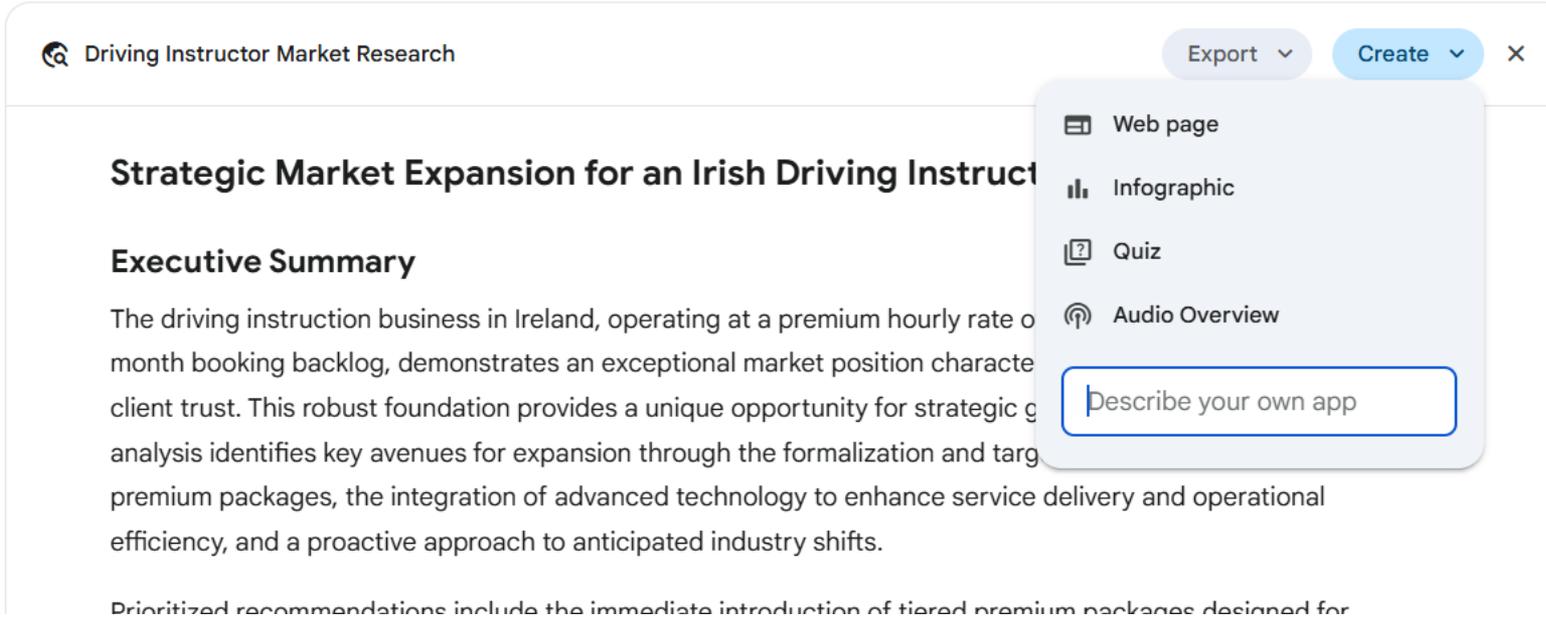
The digital marketing landscape in Ireland is experiencing robust growth, mirroring global trends and necessitating a skilled workforce capable of navigating its complexities. This report provides a detailed analysis of the digital marketing training market in Ireland, identifying key providers, evaluating their product and service offerings, scrutinizing their pricing strategies, and assessing their approaches to digital marketing education. The study reveals a diverse ecosystem of training providers, ranging from private academies and higher education institutions to professional bodies and media companies, each offering a unique value proposition. Key trends shaping this market include the increasing demand for skills in artificial intelligence (AI), data analytics, video marketing, and mobile optimization. The report concludes by offering recommendations for digital marketing trainers in Ireland to ensure their continued relevance and success in the evolving digital landscape.

**2. Introduction:**

The proliferation of internet access and the burgeoning e-commerce sector in Ireland have made digital marketing an indispensable function for businesses of all sizes. The ability to connect with target audiences online, build brand loyalty, and measure return on investment (ROI) through digital channels is paramount to achieving business objectives. This increasing reliance on digital strategies has created a significant demand for professionals equipped with the necessary skills and knowledge to excel in this dynamic field. Consequently, the

If you want a very detailed report on your industry or the type of product / service you offer, Gemini will provide an excellent one for free. . You would ask it to include an analysis of recent trends. Competitors, pricing strategies and also ask it to recommend what a business in this sector should be focusing on in the next 12 months in order to stand out form competitors.

# Turn your deep research report into a web page, podcast or Infographic



The screenshot shows a web interface for a research report titled "Driving Instructor Market Research". The report content is partially visible, including a section header "Strategic Market Expansion for an Irish Driving Instruct" and an "Executive Summary" section. The summary text discusses the driving instruction business in Ireland, mentioning a premium hourly rate, a month-long booking backlog, and an exceptional market position. It also mentions client trust and a unique opportunity for strategic growth. The text continues with "analysis identifies key avenues for expansion through the formalization and target premium packages, the integration of advanced technology to enhance service delivery and operational efficiency, and a proactive approach to anticipated industry shifts." Below this, it starts with "Prioritized recommendations include the immediate introduction of tiered premium packages designed for".

At the top right of the interface, there are two buttons: "Export" and "Create". The "Create" button is highlighted in blue and has a dropdown menu open. The dropdown menu contains the following options:

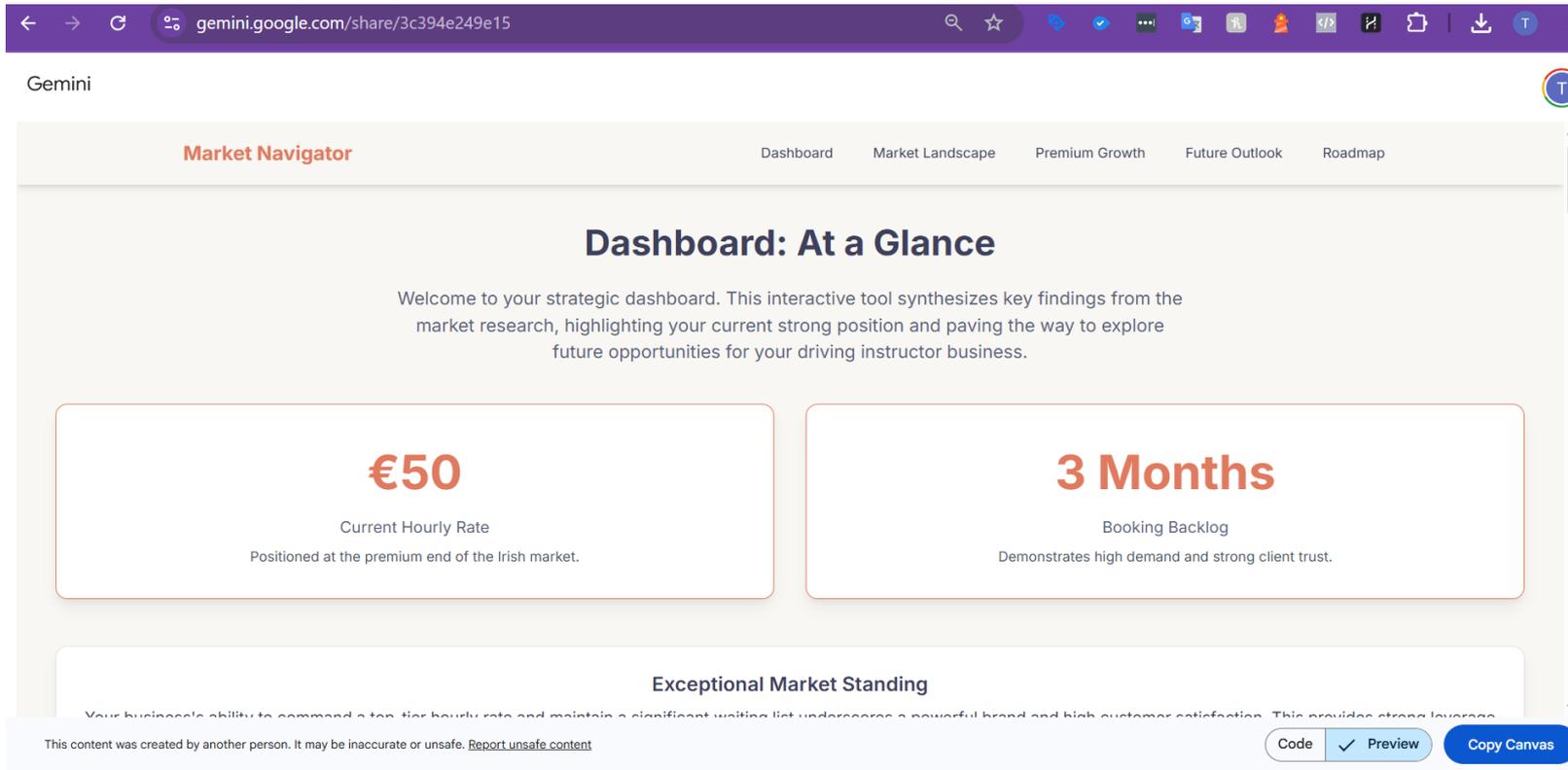
- Web page
- Infographic
- Quiz
- Audio Overview

At the bottom of the dropdown menu, there is a text input field with the placeholder text "Describe your own app".

When the report is finished click on Create

You can now turn the report into a web page, infographic, Quiz or Podcast.  
This allows you to consume or share the info in a n easy to understand way.

# Turn your deep research report into a web page



The web page will have clickable links. You can also share a link to the web page with other people.

Click on the link below to view an example

<https://Gemini.google.com/share/3c394e249e15>

# Turn your deep research report into an Infographic

The infographic is presented as a web page with a browser address bar showing 'gemini.google.com/share/ad1eb1b07aae'. It features a header with three yellow buttons: 'Skill Enhancement', 'Value Add', and 'Efficiency'. The main content is a table titled 'Proposed Premium Package Tiers' with a descriptive paragraph above it. The table lists six premium packages with their target audiences, durations, and price ranges.

**Proposed Premium Package Tiers**

A snapshot of potential premium offerings, designed to cater to diverse learner needs and maximize revenue potential. These packages reflect a premium over the standard €50/hour rate.

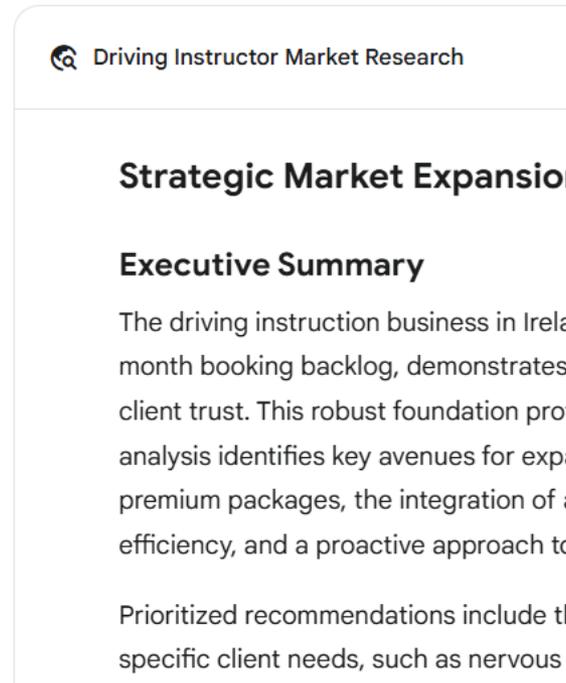
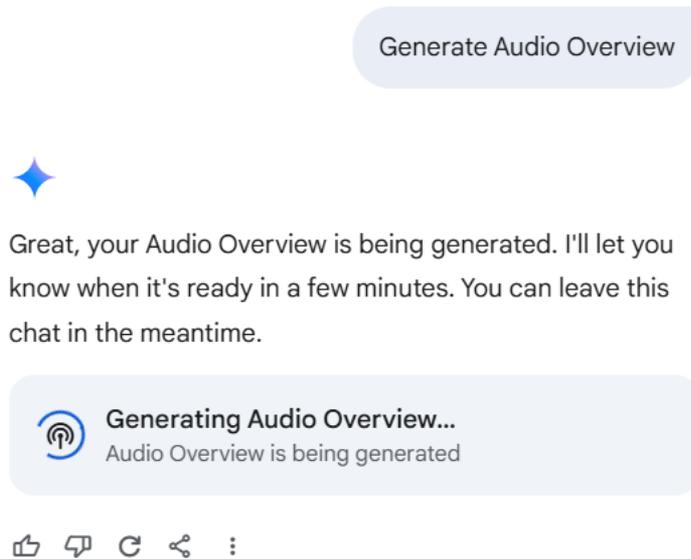
PACKAGE NAME	TARGET AUDIENCE	HOURS	PRICE RANGE
Priority Intensive Pass	Time-sensitive learners	10-20	€700 - €1,400
Nervous Driver Confidence	Anxious/phobic learners	8-12	€600 - €900
EV Future Driver	Eco-conscious, EV planners	12-15	€750 - €1,000
Advanced Road Master	Newly qualified/Experienced	6-8	€400 - €600
Ultimate Test Prep	Learners nearing test	4-6	€300 - €450

The infographic looks like a web page without links / pages. You can also share a link to it with other people.

Click on the link below to view an example

<https://Gemini.google.com/share/ad1eb1b07aae>

# Turn your deep research report into a podcast



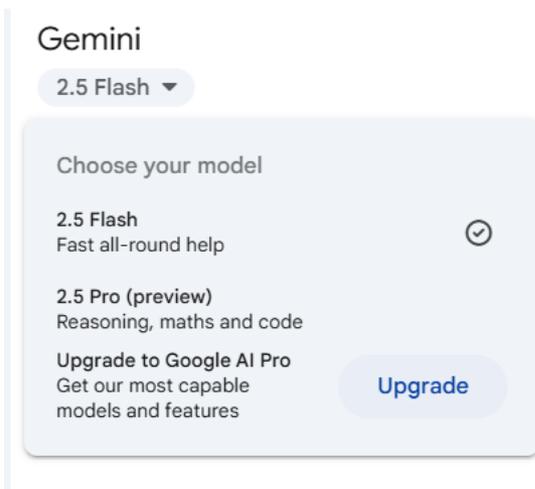
The podcast is typically 15 minutes long. You can also share a link to it with other people.

Click on the link below to listen to an example

<https://g.co/Gemini/share/570dd018e2d9>

# Get a highly detailed DM plan tailored to your business

Use 2.5 Pro (preview) – Advanced multi step reasoning



## Tailor this prompt to your business

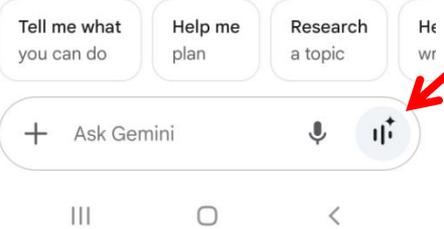
I am a tour guide based in County Clare in Ireland. I take tourists on guided tours of scenic areas in the west coast of Ireland. These tourists are mainly from the Unites States or UK. Create a detailed digital marketing plan for my business. I don't have a website but I have a budget of €500 to create one. My monthly budget for digital marketing would be €100. Explain step by step what I should be doing in my digital marketing over the next 6 months in order to grow my sales.

If you want a very detailed digital marketing plan tailored to your business, the best tool is Gemini – 2.5 Pro. It applies advanced reasoning. This means give it a task (develop a detailed plan) and give it some considerations – who your audience is, how much your budget is, a timeline for the plan) and it will work it all out

# Enhanced Voice



Hello, The Marketing



Gemini has enhanced voice on the mobile app but not yet on desktop

Hold an over and back conversation with Gemini

Treat it like a marketing consultant or a business coach. Ask it questions and follow up questions

# Canvas

Gemini ▾  
2.0 Flash

Hello, The Marketing



When you are using Flash 2.5 you will notice an option for Canvas

Think of Canvas as a collaborative workspace where Gemini will help with your writing or will help you with creating the code for things that you want to create

Think of it an area where non programmers can ask Gemini to program things for them

# Canvas

Gemini  
2.0 Flash

Hello, The Marketing



When you are using Flash 2 you will notice an option for Canvas

Think of Canvas as a collaborative workspace where Gemini will help with your writing or will help you with creating the code for things that you want to create

Think of it an area where non programmers can ask Gemini to program things for them

Gemini 2.0 Flash

list all of the main news headlines about Man united in the past 48 hours

Okay, here are some of the main news headlines about Manchester United from the past 48 hours:

**Man United News Headlines (Past 48 Hours)**  
Apr 17, 1:57 pm

Try again without Canvas

Ask Gemini

Canvas

Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

Man United News Headlines (Past 48 Hours) | Normal text | Export to Docs

Here are some of the main news headlines about Manchester United in the past 48 hours:

- **Europa League Focus:** Much of the news centers around Manchester United's upcoming Europa League quarter-final second leg against Lyon. This includes team news, predicted line-ups, and manager/player comments.
- **Andre Onana's Situation:** There's significant discussion about goalkeeper Andre Onana, including manager Ruben Amorim's defense of the player and his decision to start Onana in the Europa League match.
- **Injury Updates:** Reports on the latest Manchester United injury news, including updates on players returning and those ruled out, such as Joshua Zirkzee.
- **Transfer Rumours:** Continued speculation about potential transfer activity, including links to players like Liam Delap and other targets, as well as potential departures.
- **Marcus Rashford:** Updates on Marcus Rashford, including his recent performance for Aston Villa in the Champions League and speculation about his future.
- **Wayne Rooney:** News related to Wayne Rooney, including his managerial aspirations and past transfer stories involving Manchester United.

I've focused on the key themes and recurring topics from reliable sources.

1. I asked "list all of the main news headlines about Man united in the past 48 hours"
2. It listed them on the right hand side
3. On the left hand side I now say "Now present these on a web page with clickable links to all of the articles. Use purple and silver as the main colours"

# Canvas

Gemini 2.0 Flash

Try Gemini Advanced

Now present these on a web page with clickable links to all of the articles. Use purple and silver as the main colours

Okay, here's a web page presenting the Man United news headlines with clickable links, using purple and silver as the main colors.

Man United News Headlines (Past 48 Hours)  
Apr 17, 2:00 pm

I've presented the Man United news headlines on a web page, incorporating clickable links and using purple and silver as the main colors. Let me know if you want to add more.

Ask Gemini

Man United News Headlines (Past 48 Hours)  
Latest Headlines (Past 48 Hours)

**Key News Items**

- [Manchester Evening News: Man United Updates](#)  
Coverage of team news, match previews, and analysis, with a strong focus on the Europa League.
- [Sky Sports: Man Utd Transfer News](#)  
The latest transfer news, rumours, and gossip surrounding Manchester United.
- [Daily Mail: Man United News](#)  
News, fixtures, results and transfer updates.
- [ManUtd.com: Official Club News](#)  
Team news, injury updates, transfers and new signings.
- [NewsNow: Man Utd News Feed](#)  
A broad range of headlines, including transfer rumours and match reactions.

Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

It creates a web page with links

I can now share the link to this web page

# What we will cover

## What is the same as the free version of Chat GPT

- Prompts: You use the same prompts
- Custom instructions: You can add custom instructions
- Memory: How to ask it to write like you
- Search GPT: it has real time search built in
- Can analyse content of a web page

## What you get for free in Gemini that you don't get for free in Chat GPT

- Fact Check
- Unlimited Image creation
- Unlimited Image attachment
- Unlimited File attachment
- Projects / Gems
- Deep Research
- Multi step reasoning
- Enhanced voice
- Canvas

## What isn't as good as Chat GPT (Free)

- Privacy

# Privacy



You would want to ensure that what you tell an AI isn't fed into the AI and then ends up in an answer for someone else

In Chat GPT it is easy to turn off data sharing

In Gemini it is not as straight forward

## Your Gemini Apps activity

[Gemini Apps](#) give you direct access to Google AI. Your chats are saved in your account for up to 72 hours, whether Gemini Apps activity is on or off. Google uses this data to provide the service, maintain its safety and security, and process any feedback that you choose to provide.

### Gemini Apps activity

Saving activity

Turn off ▾

 Deleting activity older than 18 months 

 Google protects your privacy and security. [Manage my activity verification](#)

Delete ▾

Today

×

- Go to [Gemini.google.com](https://gemini.google.com).
- At the top left, click on the **Menu** (three horizontal lines).
- Click on **Activity**. This will take you to your Gemini Apps Activity page.
- Near the top, you will see "Gemini Apps Activity [On/Off]".
- Click on this.
- A pop-up will appear asking you to confirm.
- To turn off the saving of your activity, click **Turn off**.
- You will also see an option **Turn off and delete activity**.
- If you wish to delete your past Gemini Apps Activity as well, you can select this option.



However

**However,**

- It will not then save future chats. You won't be able to refer back to them
- Within gems you won't be able to see previous chats

This is a huge downside.

**My advice- if you want to use an AI and you want to give it information that you do not want shared, use Chat GPT for that task**

**But if you are not sharing sensitive information – it's perfectly fine to use Gemini**

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