

How to personalize Claude

A detailed guide to instructions, memory, projects, skills and incognito - covering Claude Free and Pro.

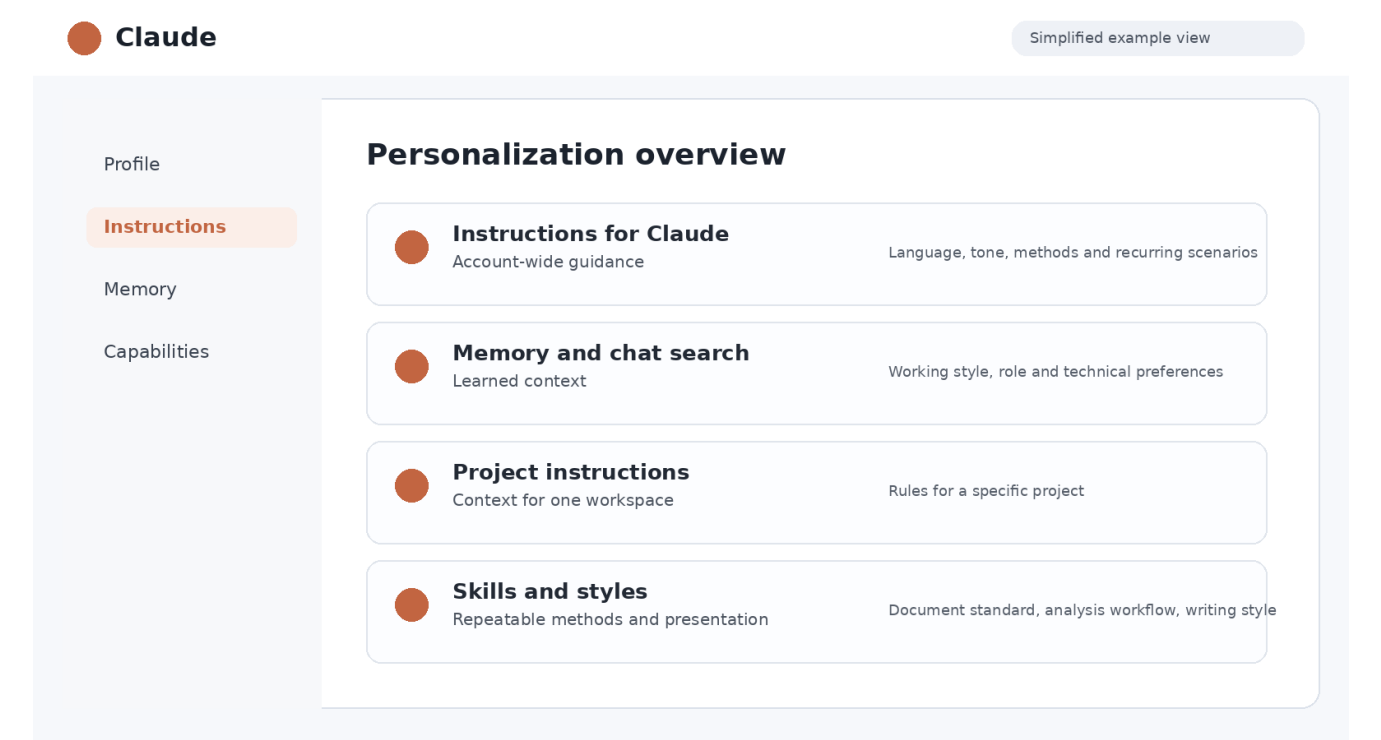


Figure 1: Simplified example view of the personalization areas.

Important note about the images: The illustrations show examples of where settings are located. They are not direct screenshots from your personal account. Labels and layout may differ depending on device, app version, country, account type, subscription and staged rollout.

As of: 6 August 2026 | English | Focus: personal consumer use

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2. Relevant consumer plans

For ordinary personal users, Claude Free and Claude Pro are the usual plans. Max 5x and Max 20x are expensive heavy-use tiers and are intentionally not covered in detail in this guide.

Plan and price	Main scope	Personalization impact
Claude Free EUR 0	Limited usage; global Instructions and styles, Incognito, and a limited number of projects.	The new memory experience can also reach Free. Explicit search across past chats, however, is a paid-plan feature.
Claude Pro US\$20/month or US\$200/year*	More usage, unlimited projects, more models, Research, Claude Code and additional tools.	Past-chat search, memory and separate project memories make Pro much more practical for regular continuing work.

Guide: Free is suitable for occasional use and learning the personalization controls. Pro is the normal paid plan for regular users. *Local prices, taxes and app-store pricing may differ. Max 5x/20x, Team and Enterprise plans are outside this comparison.

1. Quick start and menu path

Account-wide guidance is under Initials > Settings > Instructions for Claude. In the new interface Memory is under Settings > Memory; older accounts may still show it under Settings > Capabilities.

- 1. Open Claude and sign in.
- 2. Select your initials or name at the lower left.
- 3. Open Settings.
- 4. Review Instructions for Claude and Memory separately.
- 5. Use projects and skills for focused work instead of overloading global rules.

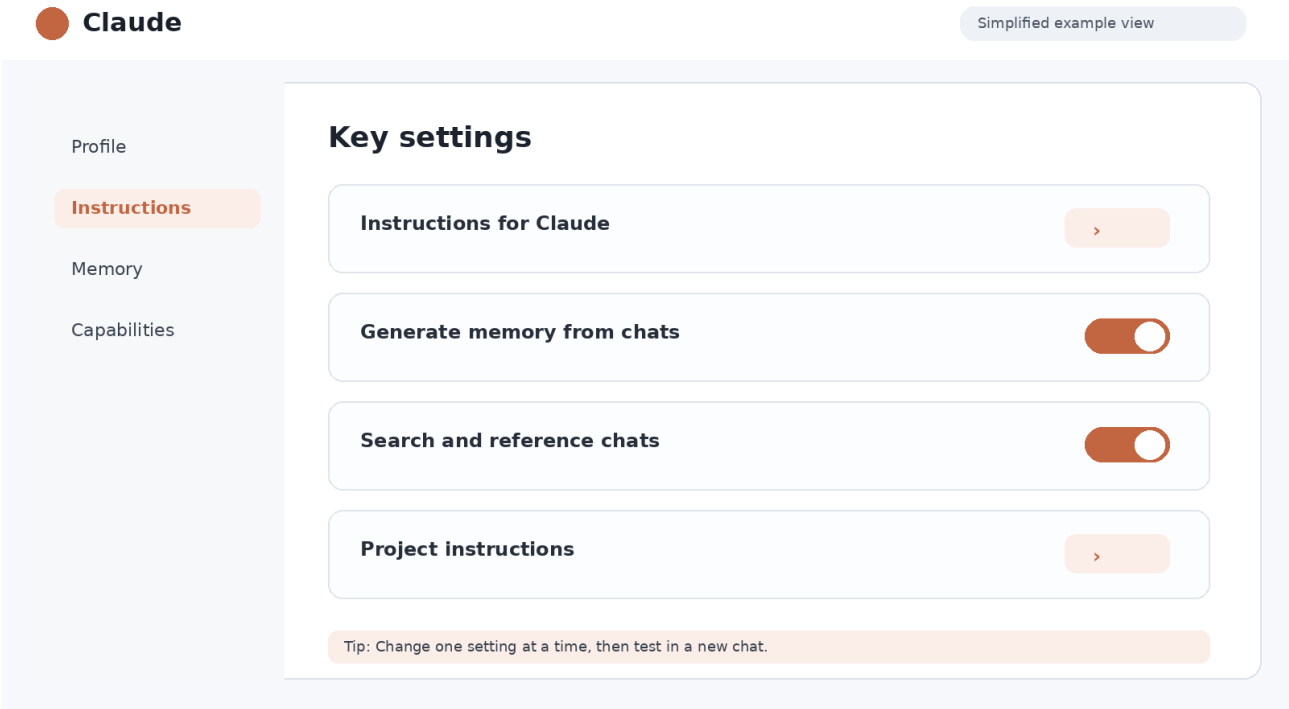


Figure 2: Simplified example view of key settings.

3. Personalization layers

Layer	Controls	Example
Instructions for Claude	Account-wide guidance	Language, tone, methods and recurring scenarios
Memory and chat search	Learned context	Working style, role and technical preferences
Project instructions	Context for one workspace	Rules for a specific project
Skills and styles	Repeatable methods and presentation	Document standard, analysis workflow, writing style

4. Settings in detail

Instructions for Claude

Global instructions apply account-wide to normal conversations. Keep them short, stable and non-conflicting. Project dates and large knowledge collections do not belong here.

- Path: Initials > Settings > Instructions for Claude.
- Store preferred language, tone and structure.
- Mention recurring methods or domain terms.
- Test changes in a new chat.

Memory and past-chat search

The new Memory experience is rolling out to Free, Pro and Max. It stores individual entries and can reference past chats with citations. In the legacy interface, past-chat search was more restricted to paid plans.

- New path: Settings > Memory.
- Legacy path: Settings > Capabilities.
- Control Generate memory from chats and Search and reference chats separately.
- Pause keeps entries but does not use them; Reset permanently deletes them.
- Deleting a chat may not immediately remove every separate memory entry.

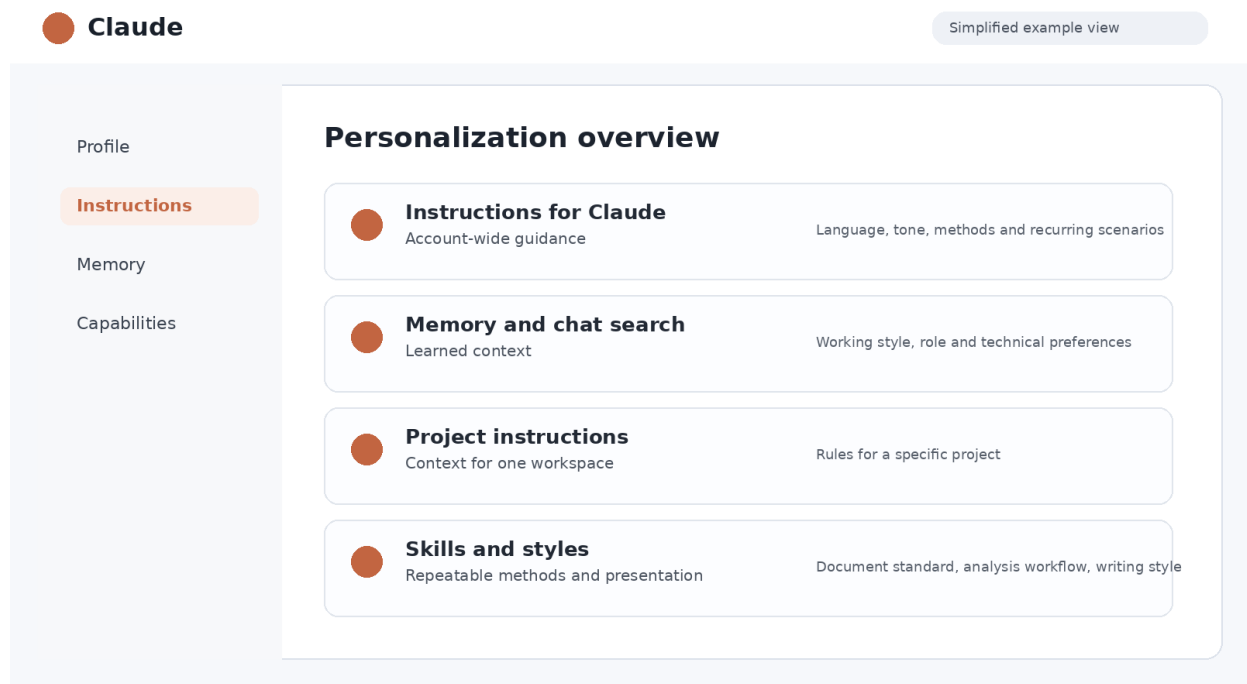


Figure 3: Personalization layers should complement each other.

4. Settings in detail - continued

Projects and project instructions

Projects are self-contained workspaces with chats, files, knowledge and their own instructions. Free users can create up to five projects; Pro provides unlimited projects.

- Open a project > Set project instructions.
- Keep only project-specific rules there.
- Add project knowledge as files or text.
- Each project has separate memory.
- Remove unrelated chats from the project to keep context clean.

Skills, styles and Incognito

Skills are reusable packages of instructions and resources. Styles mainly control delivery. Incognito is not added to normal history and does not feed Memory.

- Skills are available on Free, Pro, Max, Team and Enterprise when code execution is enabled.
- Use styles for tone and formatting.
- Use skills for repeatable procedures.
- Start Incognito with the ghost icon.
- Team and Enterprise accounts remain subject to organisation policies.

5. Privacy, deletion and control

Personalization is useful but should be managed deliberately. Chat history, Memory, connected services and model improvement are separate areas and may need to be changed individually.

Control	Effect
Pause memory	Keeps existing entries but does not use or update them.
Reset memory	Permanently deletes all memory, including project memory.
Incognito	Not in normal history and not used for Memory; organisational retention may still apply.
Model improvement	Use Privacy settings to decide whether content may be used for improvement.

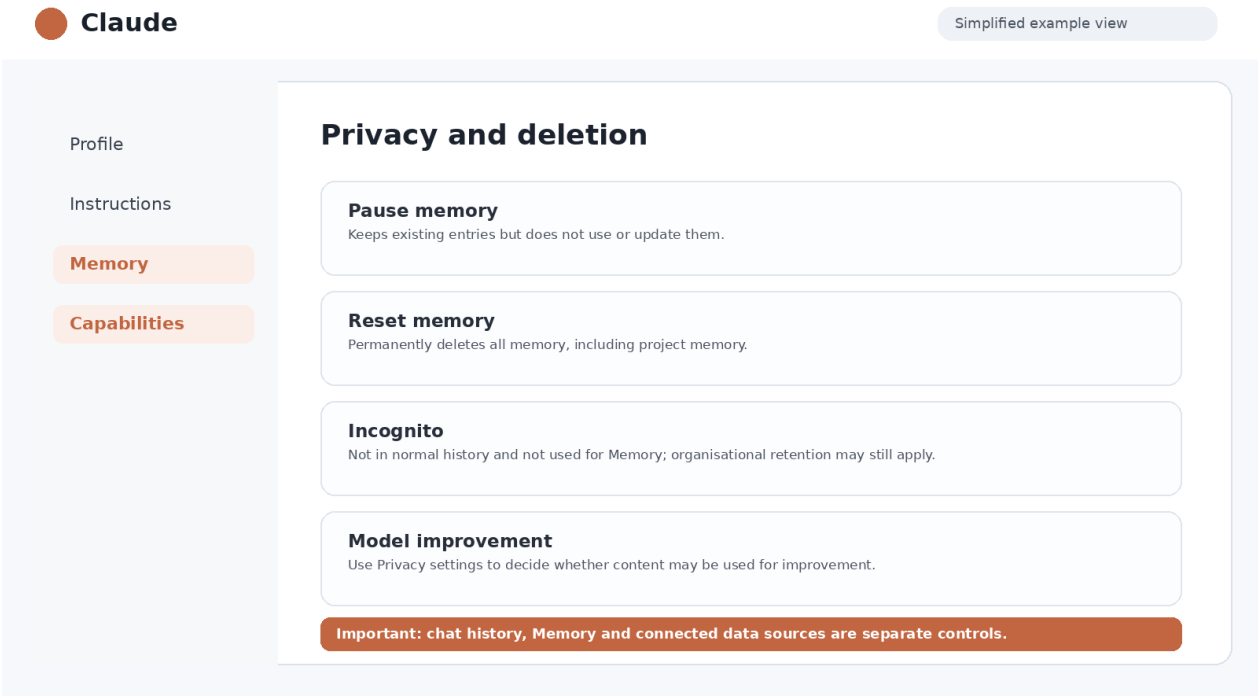


Figure 4: Simplified example view of privacy and deletion controls.

Do not store passwords, credentials, complete medical records or confidential company information as persistent personalization.

6. Recommended configuration

The following template is deliberately written so that ordinary users can understand and adapt it easily.

Reply in English by default. Explain complex topics for ordinary users while remaining technically precise. Start with a brief orientation, then use clear headings and numbered steps. Use tables only for genuine comparisons. Give exact menu paths and flag interface differences, staged rollouts and plan-dependent features. State uncertainty clearly and do not use emojis in factual answers.

How to test the result

- Start a new chat.
- Ask a short factual question.
- Request a step-by-step guide.
- Ask for a comparison or table.
- Check whether language, structure and detail level match your preference.


Claude

Simplified example view

Profile
Instructions
Memory
Capabilities

Free or first paid tier?

Free	Claude Pro
Global Instructions and styles Available	Global Instructions and styles Available
New Memory experience Intended for Free, Pro and Max; rollout applies	New Memory experience Available or prioritised rollout
Projects Up to 5 projects	Projects Unlimited projects
Skills Available when code execution is enabled	Skills Available
Models and extended thinking Limited	Models and extended thinking More models and extended thinking

Personalization is not automatically a paid-only feature.

Figure 5: Paid plans usually expand capacity and tools, not automatically the basic personalization logic.

7. Troubleshooting, checklist and sources

Common problems

- Memory is in a different place: new interface uses Settings > Memory; legacy uses Capabilities.
- Project missing or limit reached: Free allows up to five projects.
- Claude uses the wrong project context: remove the unrelated chat from the project.
- Global instructions are too strong: move project-specific rules into the project.
- You need an Incognito chat later: decide beforehand because it is not saved like a normal chat.

Quick checklist

- Correct account type confirmed
- Relevant consumer plan checked
- Global instructions are short and non-conflicting
- Memory and chat history reviewed separately
- Connected apps/data sources selected deliberately
- Privacy and model improvement settings reviewed
- Changes tested in a new chat

Official sources

<https://claude.com/pricing>

<https://support.claude.com/en/articles/11049762-choose-a-claude-plan>

<https://support.claude.com/en/articles/10185728-understanding-claude-s-personalization-features>

<https://support.claude.com/en/articles/11817273-use-claude-s-chat-search-and-memory-to-build-on-previous-context>

<https://support.claude.com/en/articles/9519177-how-can-i-create-and-manage-projects>

<https://support.claude.com/en/articles/12512176-what-are-skills>

Plans, prices, model names and rollouts can change at short notice. The display in your own account and the current official product page are authoritative.