

How to personalize Gemini

A detailed guide to instructions, memory, connected apps and Gems - covering Gemini Free, Google AI Plus and Google AI Pro.

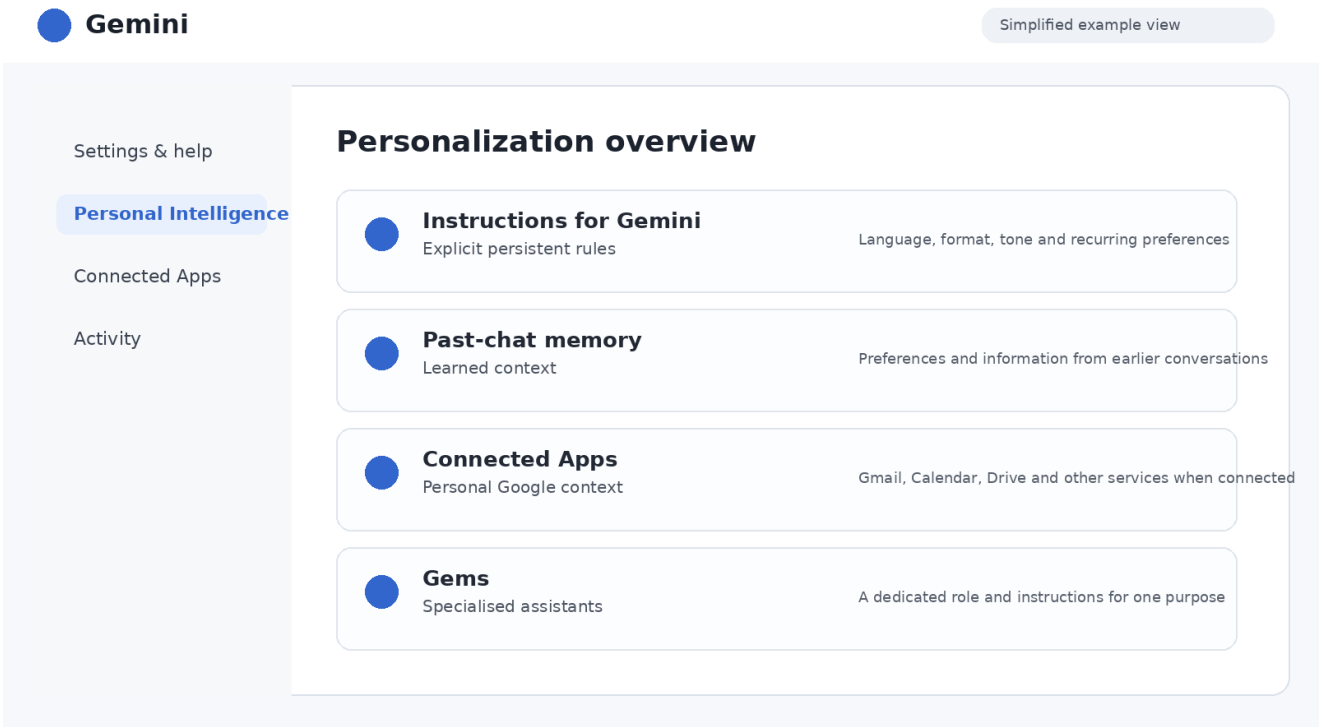


Figure 1: Simplified example view of the personalization areas.

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

Contents

- 1. Quick start and menu path
- 2. Relevant consumer plans
- 3. Personalization layers
- 4. Settings in detail
- 5. Privacy, deletion and control
- 6. Recommended configuration
- 7. Troubleshooting, checklist and sources

2. Relevant consumer plans

For ordinary personal users, the relevant options are Gemini without an AI plan, Google AI Plus and Google AI Pro. Google AI Ultra is a substantially more expensive high-end tier and is intentionally not covered in detail in this guide.

Plan and price	Main scope	Personalization impact
Gemini Free EUR 0	Limited models, usage, file uploads and research; 15 GB standard Google Account storage.	Instructions, memory and connected apps mainly depend on personal account, country, age and rollout.
Google AI Plus Regional price in Google One	400 GB storage, about twice the Gemini limits, more access to Pro models, and Gemini in Gmail and other products.	The controls are broadly similar, but higher limits and more Google context make personalization more useful in daily work.
Google AI Pro Regional price in Google One	5 TB storage, about four times the limits of non-AI subscribers, and broader integration across Google products.	For intensive use with many files, research and app context. The basic memory and instruction logic remains the same.

Guide: The free version is enough to try Gemini. AI Plus is the lower-cost paid tier. AI Pro is aimed at regular and more demanding users. The exact regional price is shown in Google One. Google AI Ultra, Workspace and Enterprise offerings are outside this comparison.

1. Quick start and menu path

For personal Google Accounts, personalization is grouped under Settings & help > Personal Intelligence. Work, school and supervised accounts do not currently receive the same consumer personalization controls.

- 1. Open Gemini on the web or in the app and sign in with a personal Google Account.
- 2. Open Settings & help.
- 3. Select Personal Intelligence.
- 4. Review Instructions for Gemini, memory of past chats and Connected Apps separately.
- 5. Then review Gemini Apps Activity and privacy settings.

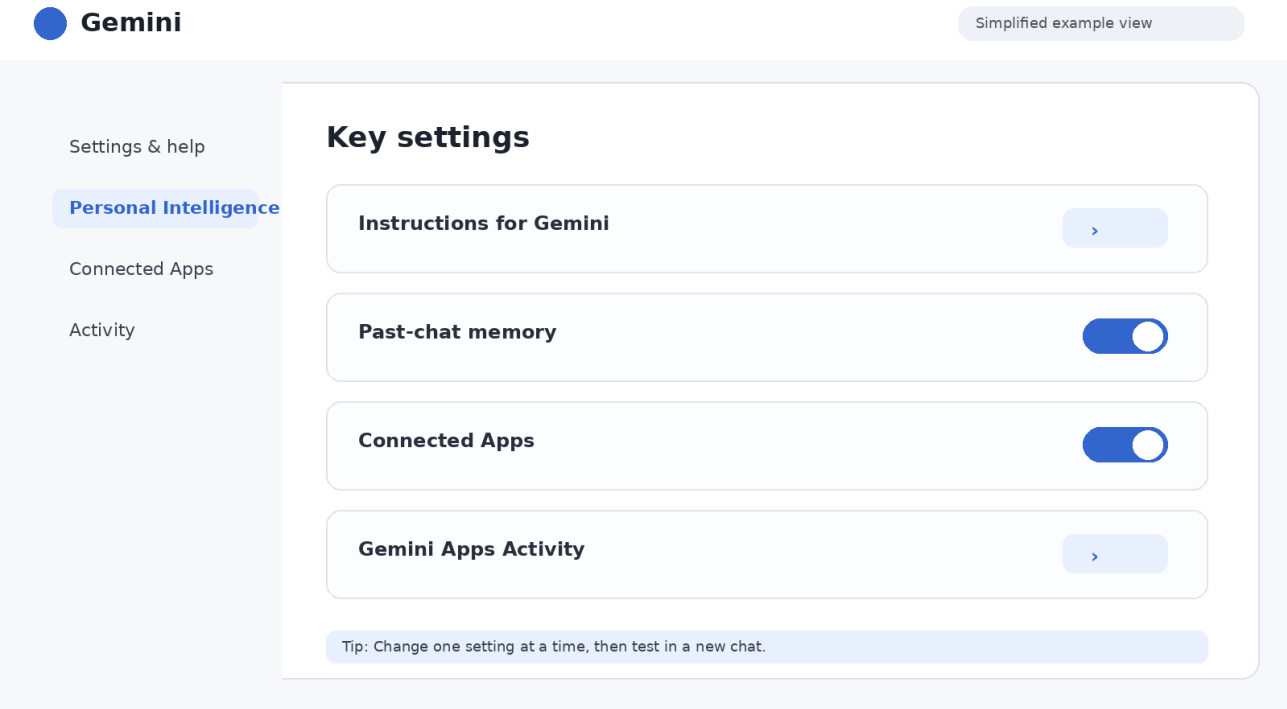


Figure 2: Simplified example view of key settings.

3. Personalization layers

Layer	Controls	Example
Instructions for Gemini	Explicit persistent rules	Language, format, tone and recurring preferences
Past-chat memory	Learned context	Preferences and information from earlier conversations
Connected Apps	Personal Google context	Gmail, Calendar, Drive and other services when connected
Gems	Specialised assistants	A dedicated role and instructions for one purpose

4. Settings in detail

Instructions for Gemini

Instructions define how Gemini should generally respond. They apply to normal chats, but not necessarily to every feature, including some Gem experiences.

- Web: Settings & help > Personal Intelligence > Instructions for Gemini.
- Mobile: Menu > Profile > Personal Intelligence > Instructions for Gemini.
- Use several short instructions instead of one long, conflicting block.
- Turn the feature on or off at any time.
- Available only for personal Google Accounts.

Personalization from past chats

Gemini can use information from earlier conversations when the relevant activity and memory controls are enabled. Availability is staged and not identical for every user.

- A minimum age and personal Google Account may be required.
- Review Keep Activity/Gemini Apps Activity and Memory deliberately.
- To make Gemini forget a topic, also delete the relevant chats from activity.
- The feature may be limited in Gemini Live.
- Test changes in a new chat.

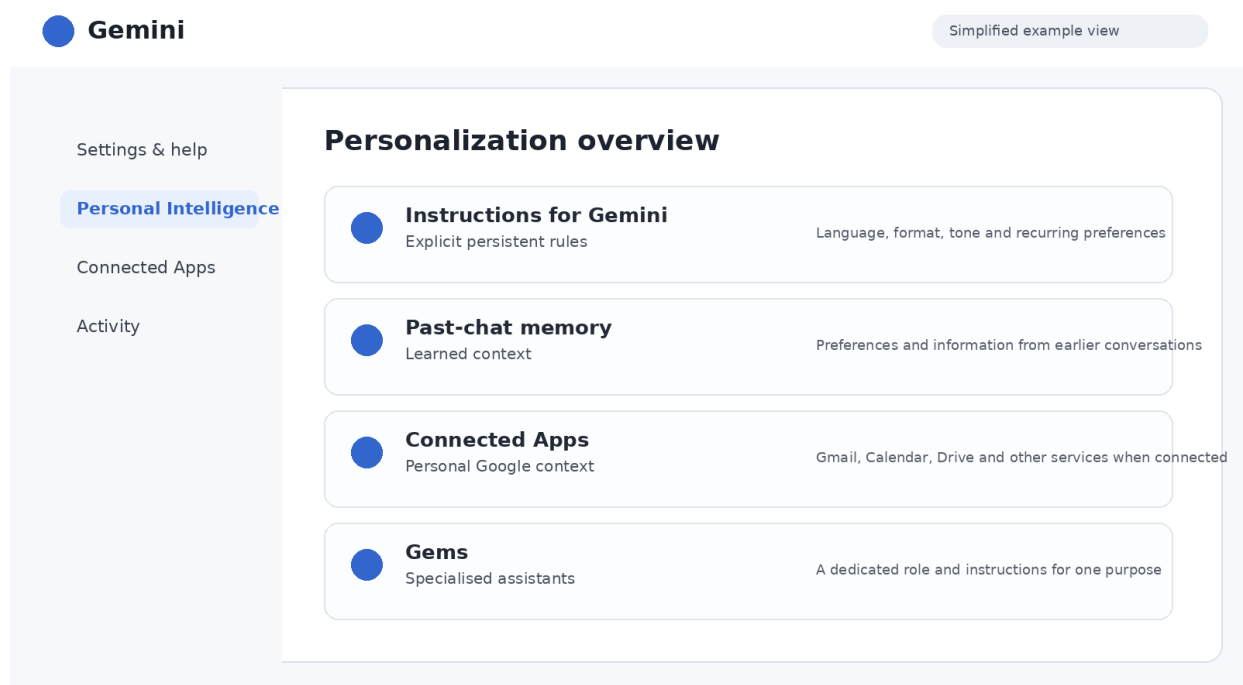


Figure 3: Personalization layers should complement each other.

4. Settings in detail - continued

Connected Google apps

With your permission, Gemini can use content and activity from selected Google services. This is a broader form of personalization than a simple response instruction and should be enabled per app with care.

- Manage Connected Apps in Gemini settings.
- Connect only the apps you need.
- Be especially careful with sensitive Gmail, Drive and Calendar content.
- Disconnect an app when the context is no longer needed.
- Work and school accounts follow Workspace rules and differ from consumer accounts.

Gems and Google AI Plus

Gems are specialised assistants with their own instructions for a specific purpose. They do not fully replace global instructions. Google AI Plus mainly expands limits, models, file/video features and Gemini across Google products.

- Create one Gem for one clear purpose.
- Define role, audience, output format and boundaries.
- Avoid conflicts between global instructions and Gem instructions.
- Google AI Pro is the higher tier for broader model access and Deep Research.

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
Gemini Apps Activity	Controls storage and management of activity; delete entries individually or in bulk.
Past-chat memory	Controls whether previous conversations are used for personalization.
Connected Apps	Allows access to selected Google services; review each app separately.
Instructions	Explicit guidance that can be enabled, disabled, edited or deleted separately.

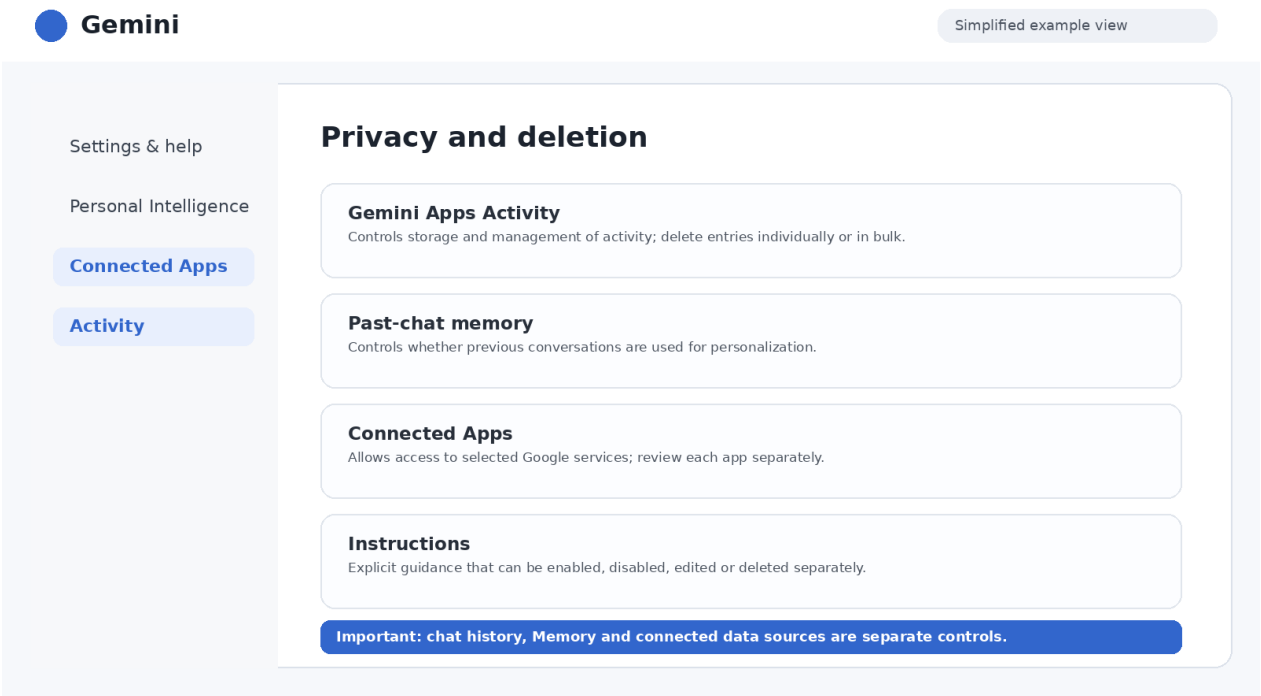


Figure 4: Simplified example view of privacy and deletion controls.

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 technical topics for ordinary users. Start with a brief orientation, then use clear headings and numbered steps with exact menu paths. Distinguish personal Google Accounts, Workspace accounts and plan-dependent features. Flag staged rollouts, country and age restrictions. Use tables only for comparisons 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.

Gemini Simplified example view

Settings & help
Personal Intelligence
Connected Apps
Activity

Free or first paid tier?

Free	Google AI Plus
Instructions for Gemini Available, subject to rollout and personal account	Instructions for Gemini Essentially the same function
Memory of past chats Available, subject to country/account/rollout	Memory of past chats Essentially the same function
Connected Google apps Partly available	Connected Google apps More integration, including Gemini in Gmail and other products
Usage limits Limited	Usage limits About twice the limits of users without an AI plan
Models and file uploads Limited access	Models and file uploads More access and higher upload limits

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

- Personal Intelligence is missing: check personal account, age, country and rollout.
- Instructions do not affect a Gem: Gems can have their own rules and may not fully inherit global instructions.
- Gemini mentions old information: disable chat memory and delete relevant activity.
- A Connected App provides no context: check permission, sign-in and app connection.
- Work account shows different menus: consult the Workspace admin and organisational policies.

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://one.google.com/about/google-ai-plans/>

<https://support.google.com/gemini/answer/16598623?hl=en>

<https://support.google.com/gemini/answer/16598625?hl=en>

<https://support.google.com/gemini/answer/16598469>

<https://support.google.com/gemini/answer/13695044>

<https://support.google.com/gemini/answer/15235603>

<https://support.google.com/gemini/answer/13594961>

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.