COVE CONSULTING

Privacy checklist for artists

Three settings to check before you upload anything, plus a simple way to separate the risks you can control from the ones you cannot.

Start here: These controls reduce model-training use. They do not make an AI service completely private. Never paste passwords, banking details, private client information, or anything you would not want stored on someone else's system.

TURN OFF MODEL IMPROVEMENT

Muse Meta's personal AI	**Muse app or muse.ai** **Settings > Data Controls** **Turn AI development use OFF**	Stops your conversations from contributing to the development of AI at Meta. Here you can also **download your agent data**. **Reset** permanently deletes chat history, files, and active tasks.
Claude Personal accounts	**Profile > Settings > Privacy** **"Help improve our AI models" OFF**	Stops new chats and previously stored chats from entering future training runs. Ordinary retention returns to **30 days**, rather than up to five years when model improvement is on.
ChatGPT Personal accounts	**Settings > Data Controls** **"Improve the model for everyone" OFF**	New conversations will not be used to train OpenAI models. Your chats can still remain in your chat history.

KNOW WHICH RISK YOU ARE MANAGING

1. Your public web presence

Artwork posted publicly may be copied, indexed, or collected from the web. Some AI companies say publicly available internet data is among their training sources.

Your control: limited once it is public.

2. What you upload to AI

You decide whether to paste a draft, upload a photo, or attach a high-resolution artwork file. Privacy settings matter here, but the safest upload is the one you do not need to make.

Your control: direct and immediate.

SIMPLE BOUNDARY **Use AI for the business side only, and keep it away from your artwork.**

Can your AI chats appear in a search engine?

Ordinary chats stay behind your login, so search engines cannot see them. The exception was ChatGPT's 2025 "Make this chat discoverable" option for shared links. More than 4,500 shared chats were indexed before OpenAI removed the option on July 31, 2025.

- Treat every share link as public.
- Review old links at Settings > Data Controls > Shared links > Manage. Delete any you do not need. Search engines may keep cached copies temporarily.
- Never paste passwords, banking details, or private client information into any chatbot.

Important fine print:

Muse interactions may be logged and reviewed by Meta for safety, security, debugging, and product improvement. They are not end-to-end encrypted. Muse does not share conversations or virtual-machine data with Meta ad systems. Claude data already included in a training run or trained model cannot be pulled back out. Safety-flagged Claude conversations may still be used for internal safety work.

FROM YOUR QUESTIONS AT THE WORKSHOP

Five more things worth knowing

1. Before you connect your email and calendar

You asked: should I connect Gmail or Google Calendar to an AI agent?

AI agents like Muse can connect to your email, calendar and files. That is what makes them useful, but it also means they can read what is in them.

- Start without connecting anything. Try the AI with simple tasks first.
- Connect only what you need, one account at a time.
- Read the permission screen before you click Allow.
- You can disconnect at any time in the AI's settings, and in your Google account under Security, then third-party connections.

2. What your AI remembers about you

You said: "ChatGPT now knows me very well!"

Many AI tools now remember details from past chats so they can learn your style. That is handy, but it is worth checking what they have stored.

- Look for "Memory" or "Personalization" in the settings.
- You can view, edit or delete what it remembers, or turn memory off.
- Do not share things you would not want remembered, like health details, finances, or other people's private information.

3. Being honest about AI help

You asked: should AI help be identified?

- Using AI to brainstorm or draft a caption is like using a thesaurus. There is no need to label it.
- If you post an image that AI made or changed, like a room mockup, say so in the caption: "Room mockup."
- Facebook and Instagram may add an "AI info" label to images they detect as AI-made or edited. Being upfront first protects your reputation.

4. Mockup and design apps

You mentioned apps like Art Placer and Canva's wall art mockups.

Apps that place your art on a wall need a photo of your work.

- Use a web-sized image, not your high-resolution file.
- Check the app's privacy policy for whether uploads are used to train AI.

5. If you would rather opt out

Several of you said you dislike generative AI. That is a perfectly valid choice.

Your public Facebook and Instagram posts may still be used to train Meta's AI. To object:

1. Go to the Meta Privacy Center, then Privacy topics, then AI at Meta.
2. Choose "Information that you've shared on Meta products" and fill in the form.

One objection covers both Facebook and Instagram. Outside Europe and the UK, Meta reviews each request and does not guarantee it.

Sources: Muse · Meta Privacy Center · Claude · ChatGPT Checked October 2026

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