Purge all analytics data

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Authors with the default Editor role can purge analytics data. If you're using a custom role, you'll need to have the **KB Settings** custom author role permission to **Update analytics settings**.

If you turn off Owl Analytics or make changes to stop collecting certain types of analytics data for privacy or compliance reasons, we recommend purging your analytics data to remove it from **Reporting > Owl Analytics** and from our systems.

To purge all Owl Analytics data:

1. Go to **KB settings > Owl Analytics**.

2. In the **Purge all analytics data for <knowledge base>**, select **Purge Analytics**. The **Purge All Analytics Data for this Knowledge Base** modal opens.

3. Follow the modal's directions to confirm the purge, then select **Purge** to permanently delete all stored analytics data. We immediately begin purging your data.

> **Permanent deletion**
> Purging your analytics data will permanently delete all analytics data collected for your knowledge base. Our support team cannot recover this data.