



# 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 [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.