



## Getting Started

- What is Segment?
- [How Segment Works](#)
- Getting Started Guide
- A Basic Segment Installation
- Planning a Full Installation
- A Full Segment Installation
- Sending Data to Destinations
- Testing and Debugging
- What's Next
- Use Cases

## Guides

## Connections

## Unify

## Engage

## Privacy

## Protocols

## Segment App

## API

## Partners

## Glossary

## Config API

## Help

The source from which you'd like to delete data

The time frame for the data you'd like to delete\*

*\*Due to the way Segment stores data internally, source-level deletions can only be scoped to one day in granularity. Deletion requests for smaller time frames are not supported.*



### Deleting source data

When Segment deletes your data for a particular source, the deletion is not forwarded to sources or data storage providers associated with your account: your data is only removed from Segment's S3 archive buckets. To remove your data from external sources, reach out to the individual source about their deletion practices.

## Delete the data from a Unify space

Workspace Owners can delete a Unify space and all of its profiles, computed traits, audiences, journeys, and other settings.

To delete a Unify space:

1 Sign in to the Segment app and select **Unify**.

2 From the Profile explorer page of your most recently selected Unify space, select **Spaces**.

3 On the Spaces tab, find the space you'd like to delete and click **Delete**.

4 Enter the space name and click **Delete space**.



If you are unable to delete your Unify space, send an email to Segment's Customer Success Team ([friends@segment.com](mailto:friends@segment.com)) with your workspace slug and the name of the Unify space you'd like to delete.

Segment does not begin a Unify space deletion until 5 calendar days after you initiate a deletion request. If you would like to reverse your space deletion request, you must cancel your request during the 5 calendar days after your initial request. Once Segment deletes a Unify space, it can't be recovered.

## Cancel a Unify space deletion request

If you want to cancel your Unify space deletion request:

1 Sign in to the Segment app and select **Unify**.

2 From the Profile explorer page of your most recently selected Unify space, select **Spaces**.

3 On the Spaces tab, find the space you'd like to cancel the deletion of and click **Cancel deletion**.



Unify space deletion doesn't delete data from connected Twilio Engage destinations. To remove your data from external destinations, reach out to the individual destination about their deletion practices.

## Delete your workspace data

Workspace admins can delete all of the data associated with a workspace, including customer data.

### To delete all data from one workspace:

1 Sign in to the Segment app, select the workspace you'd like to delete, and click **Settings**.

2 On the General Settings page, click the **Delete Workspace** button.

3 Follow the prompts on the pop-up to delete your workspace.

Segment will irrevocably delete your workspace 5 days after you initiate your deletion request.

If you want to revoke the workspace deletion request during the 5 days after you initiated your request, open the [Workspace Settings](#) page, select the **General Settings** tab and click **Revoke Workspace Deletion**.

### To delete data from all workspaces in which you have workspace admin permissions:

1 Sign in to the Segment app.

2 Navigate to the [User Settings](#) page.

3 Click the **Delete Account** button, located at the bottom of the page.

4 On the popup, enter your password and select **Yep, delete my account anyway!** to delete your account.

After you delete your workspace or account, Segment removes all data associated with each workspace within 30 days in a process called a [complete data purge](#). For a data purge status update, email the Customer Success team ([friends@segment.com](mailto:friends@segment.com)).

If you don't delete your workspace after you stop using Segment, **your data remains in Segment's internal servers until you submit a written deletion request**.



### Purging data from workspaces deleted prior to March 31, 2022

If you deleted your workspace prior to March 31, 2022, and would like to have data associated with your workspace purged from Segment's S3 archive buckets, email the Customer Success team ([friends@segment.com](mailto:friends@segment.com)) to create a support ticket. In your email to Customer Success, include either the slug or the ID of the workspace you'd like to have purged from internal Segment servers.

## What is a complete data purge?

A complete data purge is the way Segment removes all workspace and customer data from internal servers across all product areas. To trigger a complete data purge, either [delete your workspace](#) or raise a support ticket with the Customer Success team by emailing ([friends@segment.com](mailto:friends@segment.com)). In your email to Customer Success, include either the slug or the ID of the workspace that you'd like to delete. Deletions related to data purges will *not* be forwarded to your connected third-party destinations or raw data destinations.



Segment waits for five calendar days before beginning a complete data purge to safeguard against malicious deletion requests. If you notice your workspace or account has been maliciously deleted, reach out to [friends@segment.com](mailto:friends@segment.com) to cancel the data purge. After the five-day grace period, the deletion will be irreversible.

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## Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

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