Deleting and Duplicate Contacts — Use Caution

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Deleting a contact is a significant action.

What deletion can affect

HighLevel documents that deleting a contact can also remove associated information such as conversations, notes, opportunities, tasks, appointments, and manual actions. It can also stop active campaigns and workflows for that contact.

HighLevel currently allows deleted contacts to be restored for a limited period, but deletion should still be treated as an exception rather than routine cleanup.

Fort Adams staff rule

> **Do not delete a contact merely because the information looks old, duplicated, or incorrect.**

If a contact appears to be a duplicate:

1. open both records;
2. compare email address and phone number;
3. review activity and payment history;

4. ask an administrator to merge or resolve the records if you are not certain.

Why this matters

One duplicate may contain the billing history while another contains the conversation or booking history. Deleting the wrong record can create unnecessary recovery work.

Official reference

HighLevel — Create and Manage Contacts

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