What Pipedrive can and can't undo

Tested in a Pipedrive sandbox, October and November 2026. Keep it next to whoever runs bulk edits, imports and merges.

Pipehand

Action	Undo?	Where	How long	Who	Gone for good
Delete a deal, person, organization, lead or activity	Yes	Tools and apps > Restore data > Deleted items	30 days	Depends on plan; help articles disagree	Everything after day 30. Products: unclear in the help, untested
Delete through the API (integrations, scripts, AI)	Yes	Restore data, shown as "Bulk deletion" (tested on people)	30 days	In our test, a regular user restored people an admin deleted	Everything after day 30. Linked notes and activities were left behind, still active
Bulk edit from a list view	Yes	Restore data > Bulk edits	30 days	Tested as an admin	Changes made by automations it triggered; later edits to the same fields when you revert
Import that updates existing records	Yes	Import history > Revert	48 hours	Global admins only	Everything it overwrote, after 48 hours. Matched by ID, it replaced a two-phone list with one number
Merge people, organizations or deals	No	Nowhere in the app	Never	Nobody	Most of the losing record's conflicting values. On deals: its value and owner, with no notification and no line in the history
Merge leads	No	Not in Restore data	Never	Nobody	The merged lead, immediately (the dialog says 30 days)
Edit one record at a time (integrations, scripts, AI)	No	Not in Restore data	Never	Nobody	The old value, unless you have a copy
Delete the account or use the start-over link	No	n/a	Never	Nobody	All data. A start-over keeps pipelines, stages, custom fields and users

Where the help center and the app disagree

- **Bulk edits:** the help article says changes "can't be undone". The app, Pipedrive's March 2026 product update and our test say a revert works for 30 days.
- **Merged leads:** the dialog promises 30 days. The lead was gone the moment we merged it.
- **Who can restore:** the Restore data article says users on Lite and Growth can restore anything they can see; the one on deleted deals says only admins can.
- **Deleting through the API:** the help says linked notes and attachments go too. In our test, a deleted person's note, activity and deal stayed active, pointing at the deleted record.

Before any big change

1. **Export first:** Tools and apps > Export data, for every data type you'll touch. Nothing in the app reverses a merge or a one-by-one edit, so this copy is your way back.
2. **Try it on one record** and check phone and email fields: in our tests, a bulk edit of Phone and an import matched by ID both replaced the whole list.
3. **Write down the time.** You have 48 hours to revert an import and 30 days for a bulk edit or a deleted item.