Introducing DROP

The Delete Request and Opt-out Platform

Liz Allen, Attorney
CalPrivacy

California Privacy Protection Agency

CalPrivacy was established in 2020 with the mission to protect consumer privacy, ensure consumers and businesses are well-informed about their rights and obligations, and vigorously enforce the California Consumer Privacy Act (CCPA) and the Delete Act.

KEY ROLES OF CALPRIVACY



Rulemaking



Promoting Public Awareness



Auditing & Enforcement



Policy & Legislation

Data Broker Registry - 2019

Data Broker Registration Law – AB 1202, 2019
(Civ Code § 1798.99.80 et seq.)

- Administered by the Attorney General for 3 years (2021-2023)
- Defined “Data Broker” in California Law
  - “A business that knowingly collects and sells to third parties the personal information of a consumer with whom the business does not have a direct relationship.”
- Created a public registry that was specially funded by annual fees

The California Delete Act (SB 362)

- Signed into law in October 2023
- Expands consumer deletion rights to include personal information held by data brokers
- Requires CalPrivacy to build an “accessible deletion mechanism”, now known as the **Deletion Request and Opt-out Platform (DROP)**



SB 361 (2025)

(1) Pay a registration fee in an amount determined by the California Privacy Protection Agency, not to exceed the reasonable costs of establishing and maintaining the informational internet website described in Section 1798.99.84 and the reasonable costs of establishing, maintaining, and providing access to the accessible deletion mechanism described in Section 1798.99.86. Registration fees shall be deposited in the Data Brokers' Registry Fund, created within the State Treasury pursuant to Section 1798.99.81, and used for the purposes outlined in this paragraph.

(2) Provide the following information:

(A) The name of the data broker and its primary physical, email, and internet website addresses.

(B) The metrics compiled pursuant to paragraphs (1) and (2) of subdivision (a) of Section 1798.99.85.

(C) Whether the data broker collects the personal information of minors.

(D) Whether the data broker collects consumers' ~~precise geolocation.~~ *names, dates of birth, ZIP Codes, email addresses, or phone numbers.*

(E) Whether the data broker collects consumers' account login or account number in combination with any required security code, access code, or password that would permit access to a consumer's account with a third party.

(F) Whether the data broker collects consumers' drivers' license number, California identification card number, tax identification number, social security number, passport number, military identification number, or other unique identification number issued on a government document commonly used to verify the identity of a specific individual.

(G) Whether the data broker collects consumers' mobile advertising identification numbers, connected television identification numbers, or vehicle identification numbers (VIN).

(H) Whether the data broker collects consumers' citizenship data, including immigration status.

(I) Whether the data broker collects consumers' union membership status.

(J) Whether the data broker collects consumers' sexual orientation status.

(K) Whether the data broker collects consumers' gender identity and gender expression data.

(L) Whether the data broker collects consumers' biometric data.

(M) Whether the data broker collects consumers' precise geolocation.

~~(E)~~ *(N)* Whether the data broker collects consumers' reproductive health care data.

(O) Whether the data broker has shared or sold consumers' data to a foreign actor in the past year.

(P) Whether the data broker has shared or sold consumers' data to the federal government in the past year.

(Q) Whether the data broker has shared or sold consumers' data to other state governments in the past year.

(R) Whether the data broker has shared or sold consumers' data to law enforcement in the past year, unless that data was shared pursuant to a subpoena or court order.

(S) Whether the data broker has shared or sold consumers' data to a developer of a GenAI system or model in the past year.

(T) Up to three, but no fewer than one, of the most common types of personal information that the data broker collects, if the data broker does not collect the information described in subparagraphs (D) and (G).

~~(F)~~ *(U)* Beginning January 1, 2029, whether the data broker has undergone an audit as described in subdivision (e) of Section 1798.99.86, and, if so, the most recent year that the data broker has submitted a report resulting from the audit and any related materials to the California Privacy Protection Agency.

~~(G)~~ *(V)* A link to a page on the data broker's internet website that does both of the following:

Enforcement

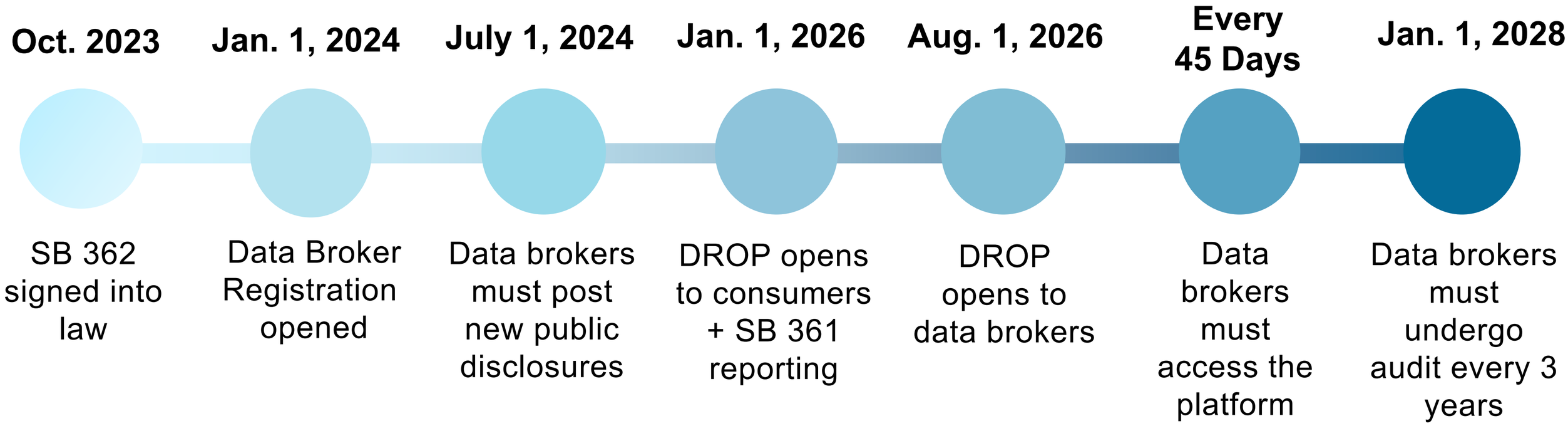
CalPrivacy actions against more than a half-dozen data brokers for failure to register. Find them at: https://cppa.ca.gov/announcements/

Administrative fines

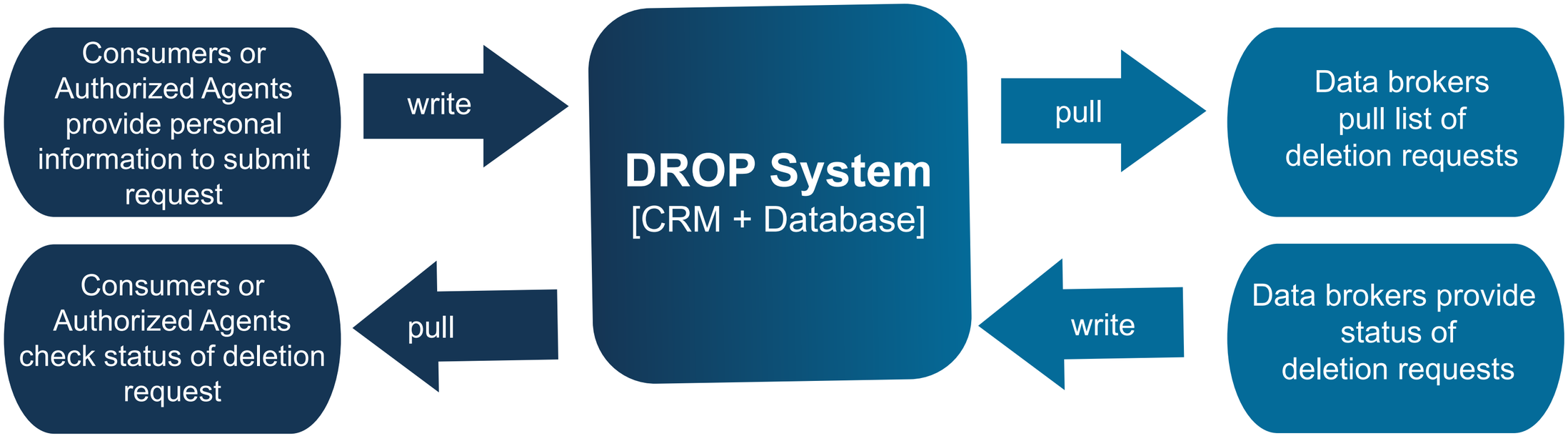
- Failure to register:
  $200/day + unpaid fees + enforcement costs

- Failure to delete consumer personal information:
  $200/day/consumer + enforcement costs

Delete Act Implementation Timeline



How it works



- Personal information stored in hashed format.
- **Data brokers only download the types of information they already have** (e.g., email) from deletion request lists, and **skip other types** (e.g., phone) they don't have.

CONSUMER EXPERIENCE

How it works



STEP 1

Verify your eligibility

Confirm that you are a California resident using the California Identity Gateway.



STEP 2

Create your profile

Give basic information about yourself. You choose how much to provide.



STEP 3

Submit your request

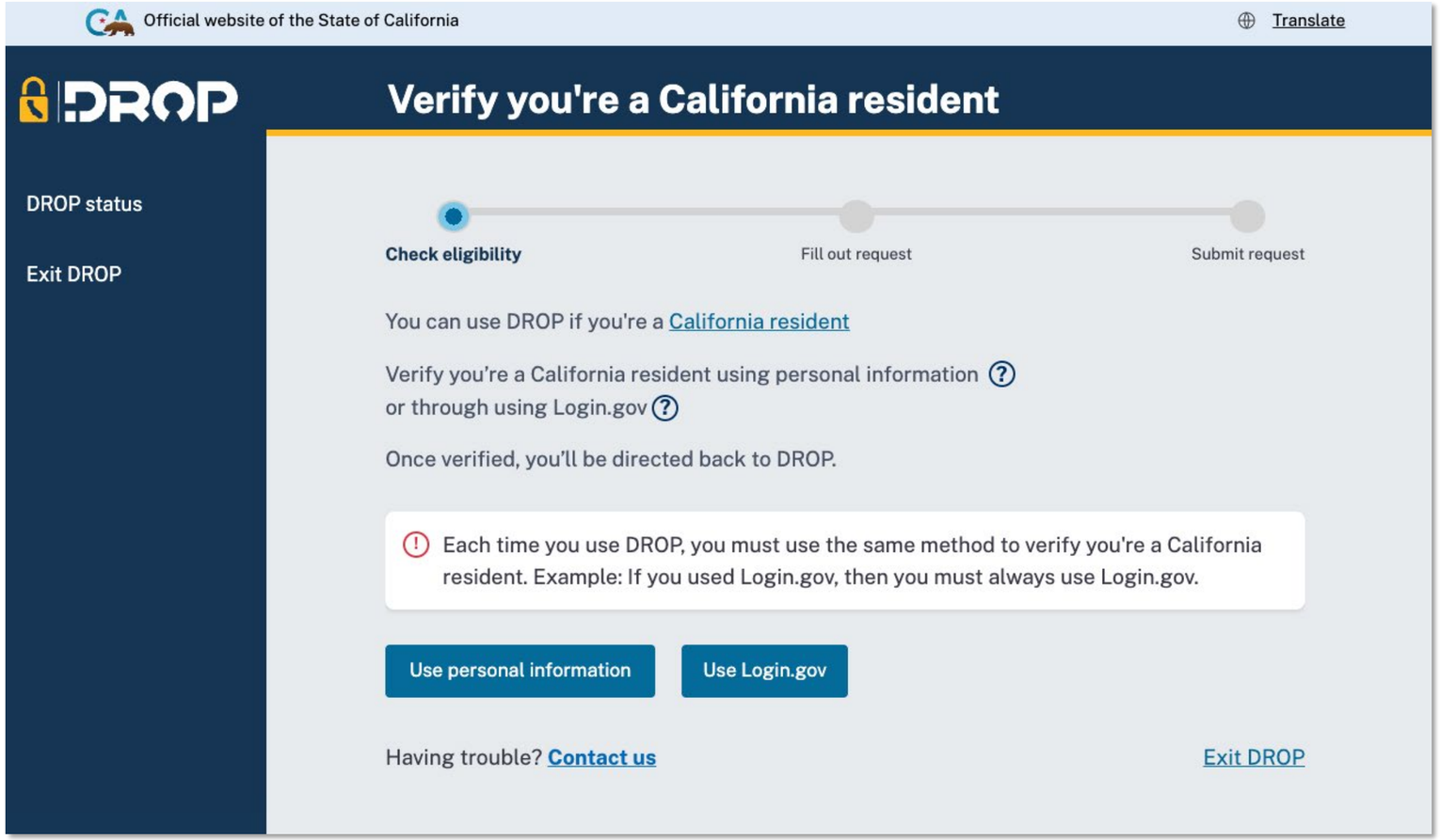
DROP lets you send a single request to over 500 registered data brokers.

Step 1: Verify your residency



To be eligible to submit a deletion request, you must be a California resident.

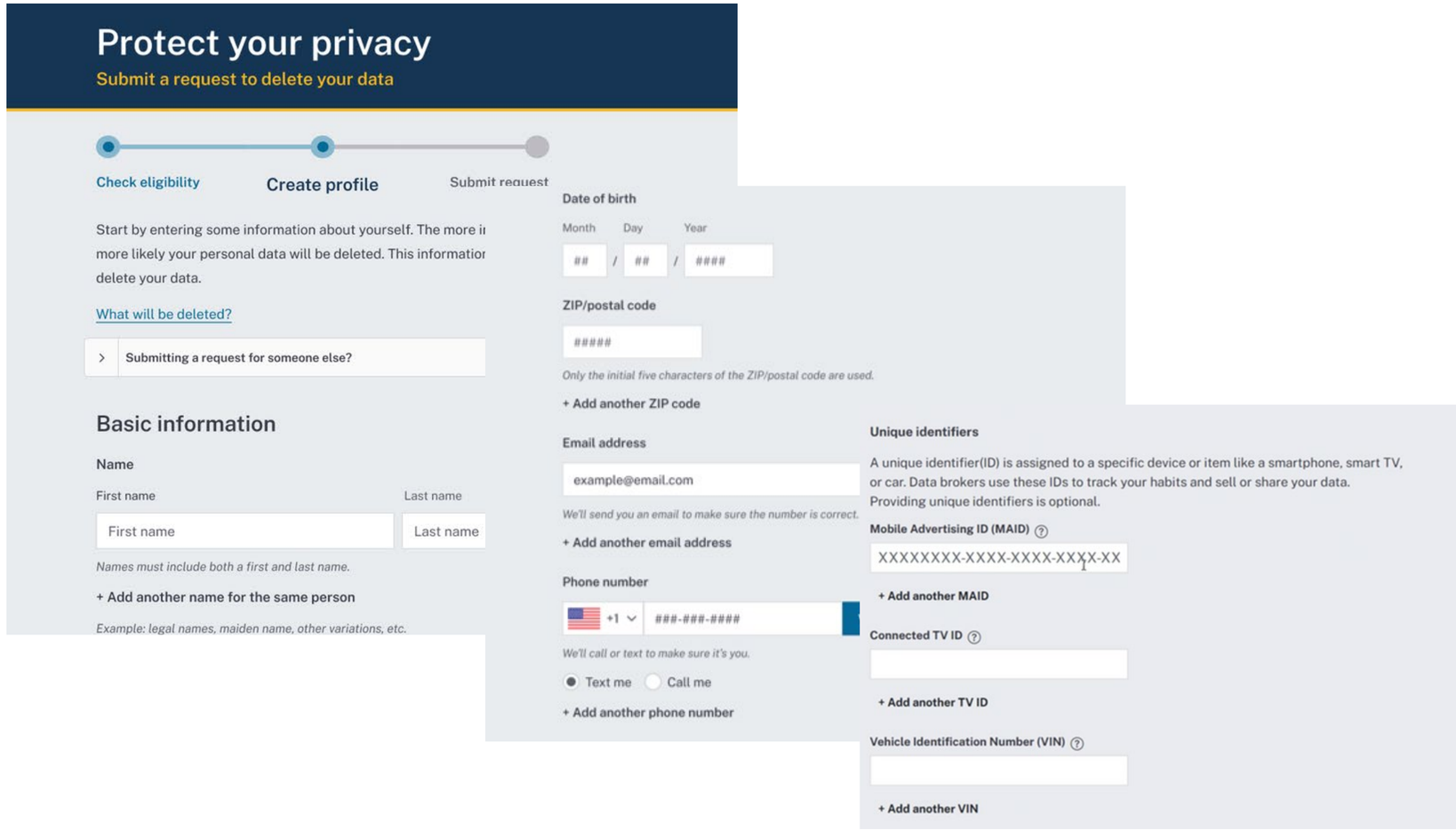
To verify you are a California resident, you can use your personal information or sign in to an existing account with Login.gov.



Step 2: Create your profile

You will create a request by entering some of your data.

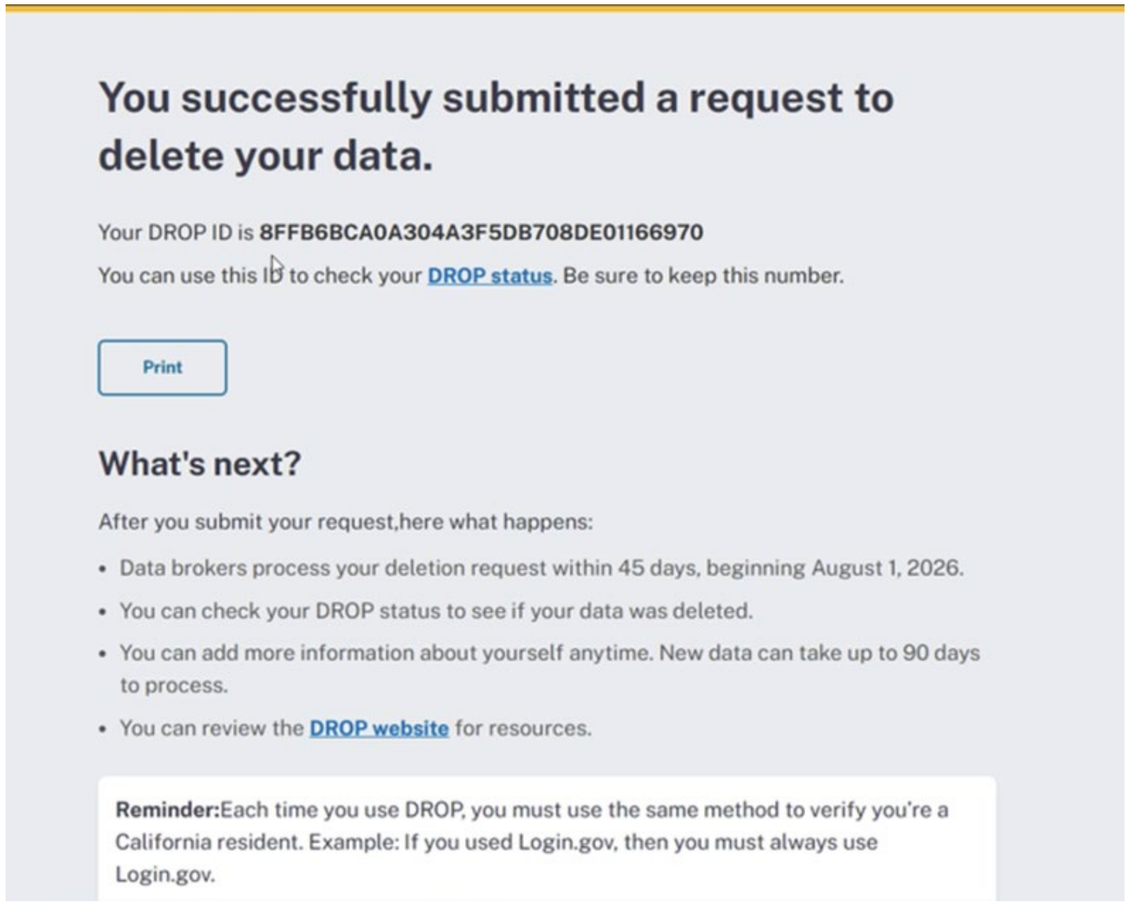
Data brokers will compare this information with their records.



Step 3: Submit your request



Review the data you entered and submit your request. Be sure to save your DROP ID.



What happens next?



Data brokers begin processing DROP requests in August 2026



You can check your DROP status using your DROP ID, anytime



You can edit or add more information to your request

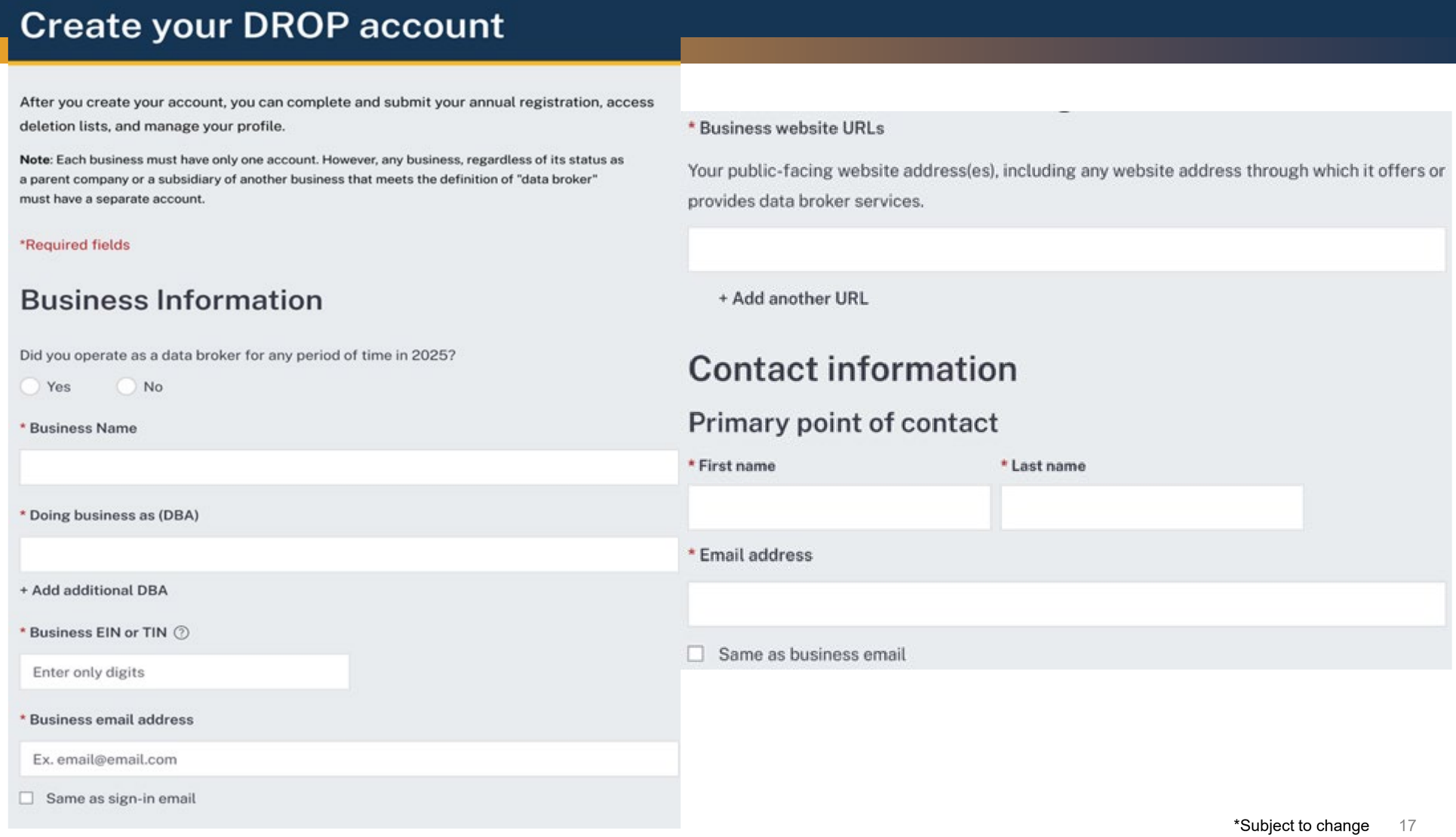
DATA BROKER EXPERIENCE

DROP System Overview: Data Broker Experience

1. Create account
2. Complete registration, including payment
3. Choose consumer deletion lists based on identifier(s)
4. Download deletion list via API or manually 1x every 45 days
5. Identify matches
6. Delete records and maintain suppression list
7. Report deletion status within 45 days

DROP System Overview: Data Broker Experience

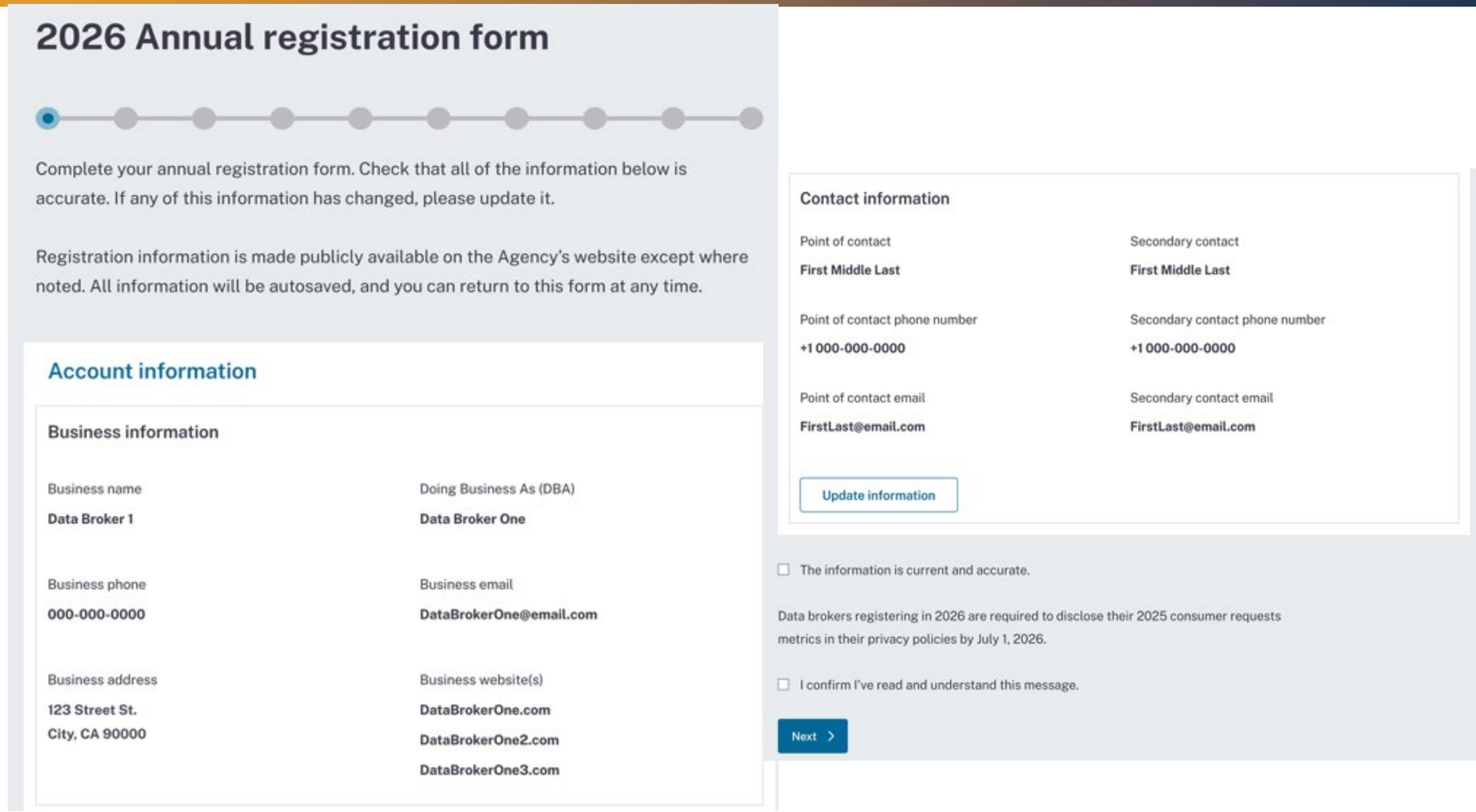
1 **Create account**



*Subject to change

DROP System Overview: Data Broker Experience

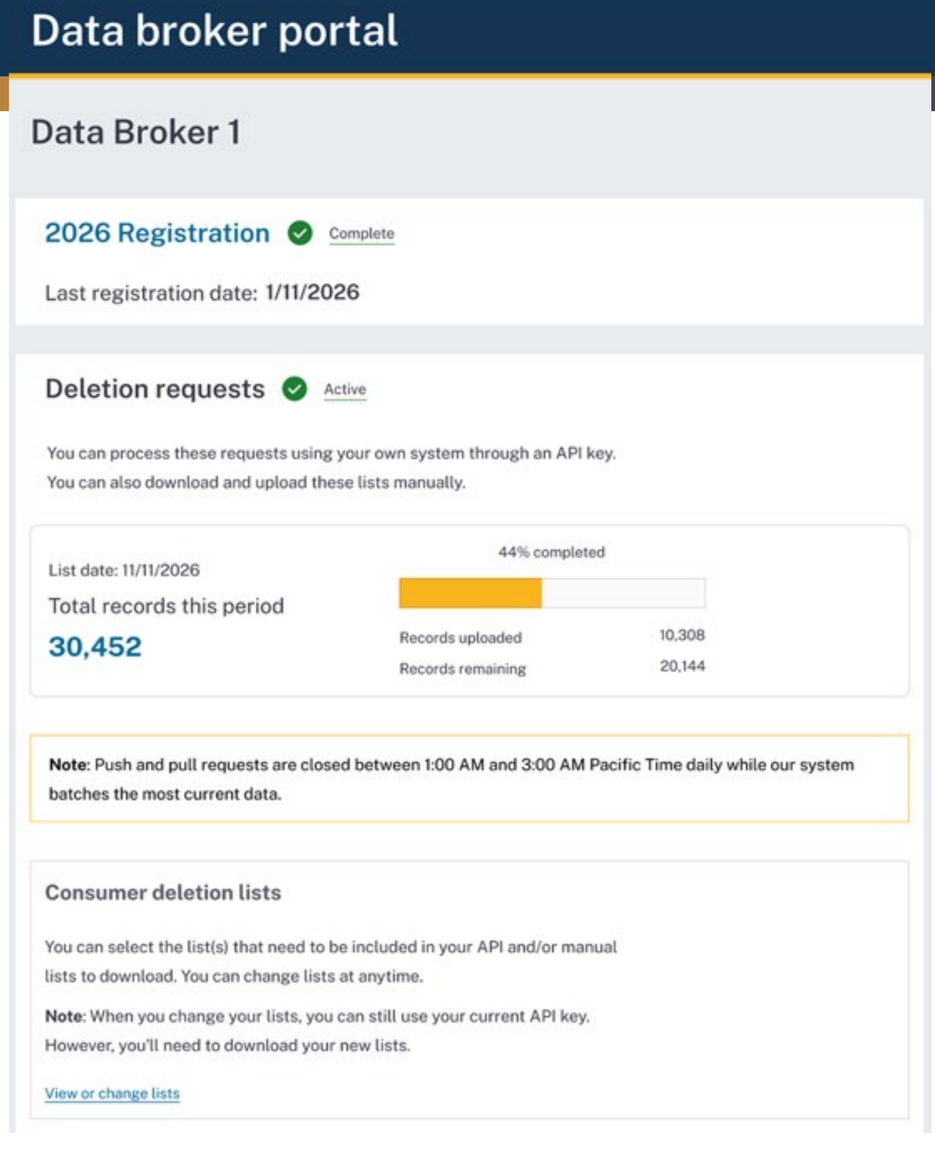
2 **Complete registration, including payment**



*Subject to change

DROP System Overview: Data Broker Experience

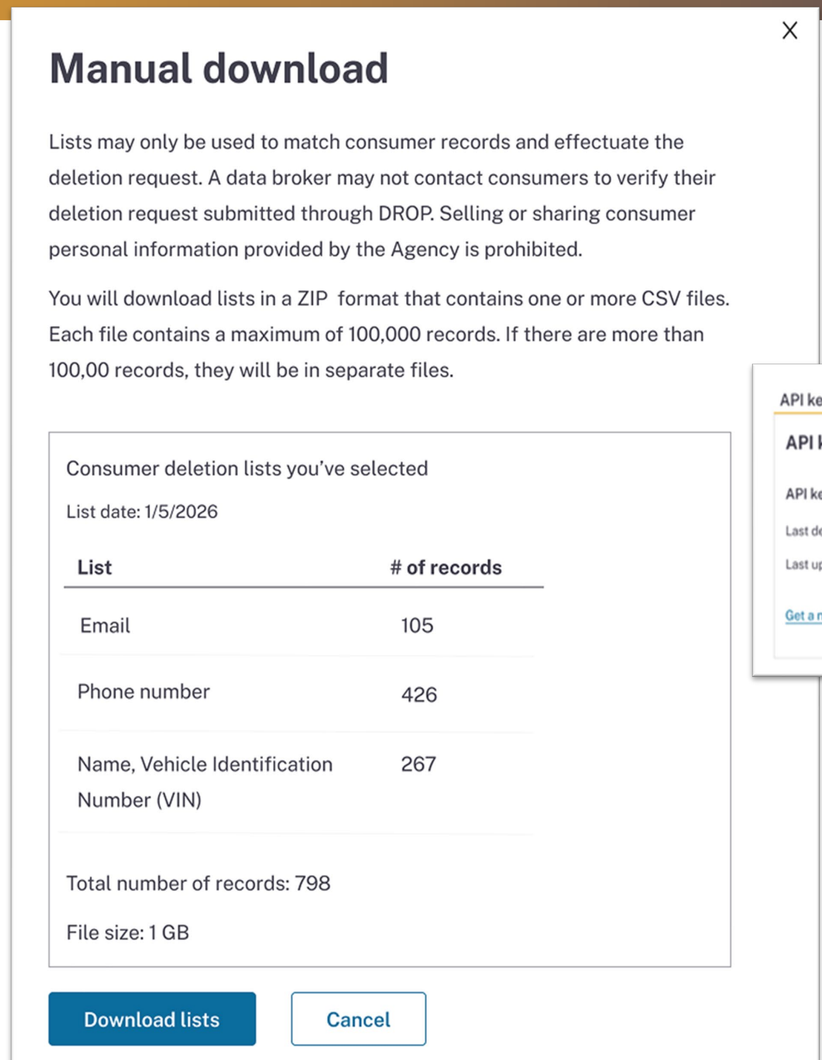
3 **Choose consumer deletion lists based on identifier(s)**

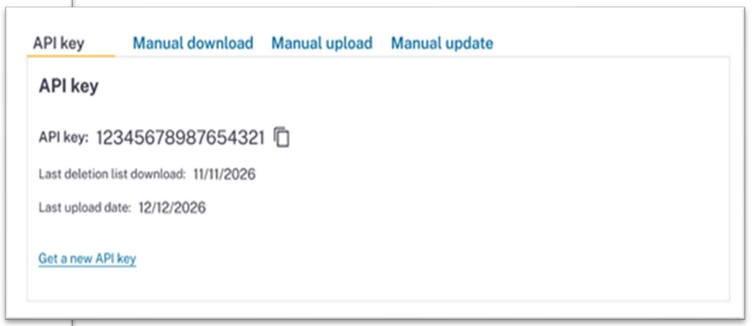


*Subject to change

DROP System Overview: Data Broker Experience

4 **Download deletion list via API or manually 1x every 45 days**





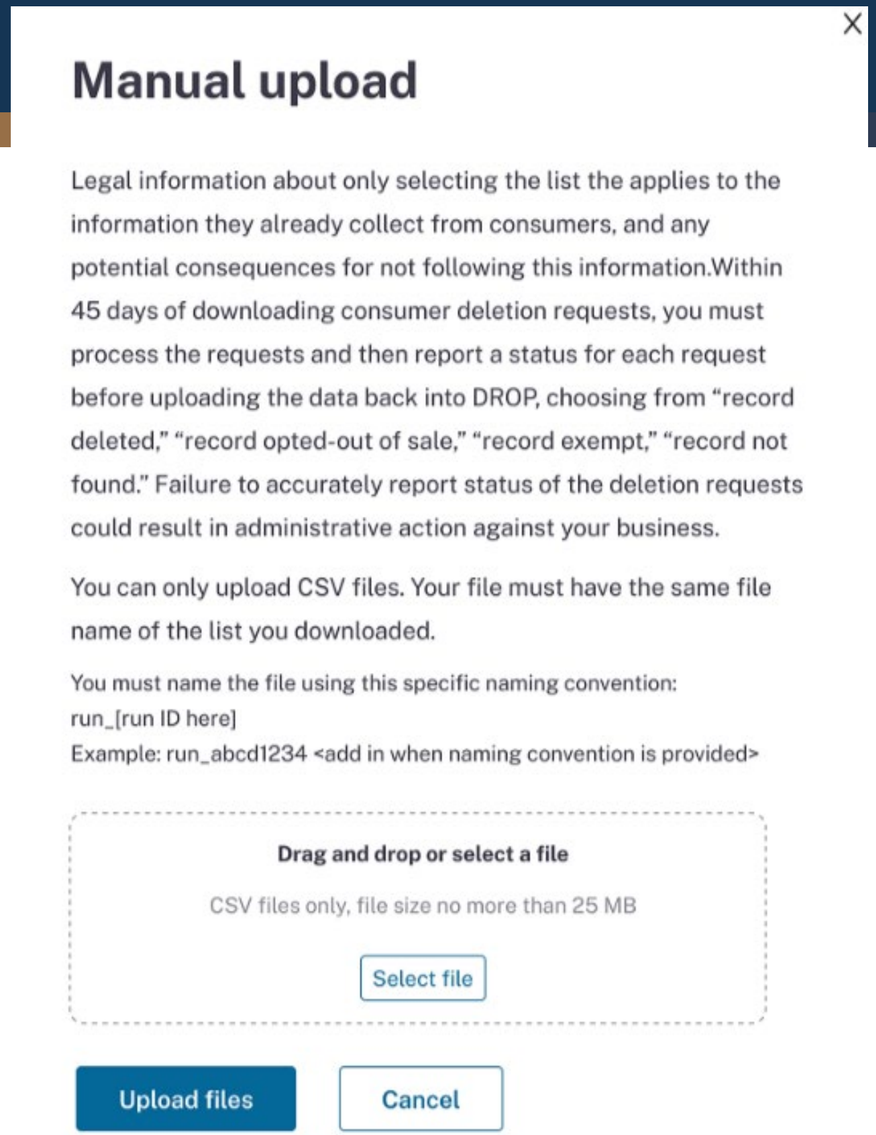
*Subject to change

DROP System Overview: Data Broker Experience

5 Identify matches

6 Delete records and maintain suppression list

7 Report deletion status within 45 days



*Subject to change

Timeline for DROP Launch

January 1, 2026
Data brokers register through DROP

January 1-31, 2026
Data brokers register through DROP

Spring 2026
Sandbox and API integration for data brokers opens

August 1, 2026
Data brokers must download, process, and report status of deletion requests 1x every 45 days

Thank you