



Delete Request and Opt-out Platform

What is DROP?

The Delete Request and Opt-out Platform (**DROP**) is a new, free privacy tool from the State of California that helps you take more control of your personal data. With one **DROP** request, Californians can tell hundreds of data brokers to delete and not sell their personal information.



How it works:

Getting started with **DROP** is simple and safe:



1. Verify you are a California resident

DROP is available only to California residents.



2. Create your profile

Give basic information about yourself so data brokers can locate and delete your information. You choose how much you provide.



3. Submit your DROP request

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

Visit privacy.ca.gov/DROP to get started

Why use DROP?

- Get more control over your personal information.
- Limit spam.
- Reduce the risks of identity theft and fraud.

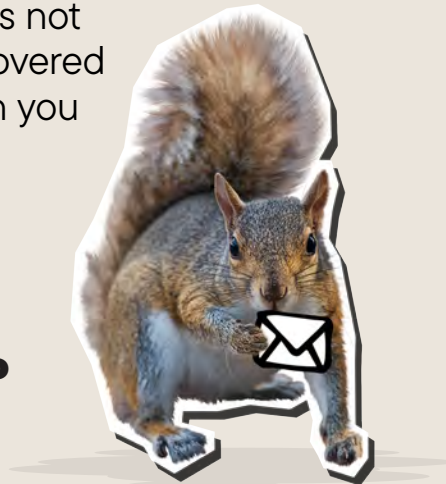


What you should know:

- Data brokers are businesses that gather and sell consumer information that the consumer didn't give them directly.
- You only need to register once. Starting August 1, 2026, data brokers are required to delete the information they have about you and any new information they obtain from you.
- You can check the status of your request or update it.
- **DROP** applies to the personal information data brokers have about you. It does not cover public records, information covered by other privacy laws, or information you provide directly to companies.



Get started at
privacy.ca.gov/DROP
or by scanning this code



About CalPrivacy

The California Privacy Protection Agency (**CalPrivacy**) is committed to promoting the education and awareness of consumers' privacy rights and businesses' responsibilities under the California Consumer Privacy Act, Delete Act, and Opt-Me Out Act.

Consumers can visit **Privacy.ca.gov** to access helpful and up-to-date information and tips on how to exercise their rights and protect their personal information.

Follow us on social media **@CalPrivacy**

