

CALPRIVACY RESOURCES



Practical privacy tips

Step-by-step guides to help you protect your data.



Newsletters and updates

Stay up to date on privacy news, enforcement & more.



Community outreach

Privacy education delivered directly to Californians.



Informative blog

Clear explanations of your rights & emerging issues.



Complaint portal

Report suspected privacy violations to the agency.

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](https://www.privacy.ca.gov) to access helpful and up-to-date information and tips on how to exercise their rights, protect their personal information, and learn about the Delete Request and Opt-out Platform (DROP).

Protecting your information **doesn't have to be complicated.** CalPrivacy is here to give you the tools, knowledge, and confidence to **take control and help others do the same.**

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@CALPRIVACY



PRIVACY CONCERNS

DRIVING YOU NUTS?

 **CalPrivacy**
can help you
take back
control.

WHAT IS DROP

The Delete Request and Opt-out Platform (DROP) is a **free** and **secure** privacy tool from the State of California that helps you get 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. Data brokers start processing deletion requests **August 1, 2026**.



DATA RUNNING WILD?
SCAN THE QR CODE OR VISIT
PRIVACY.CA.GOV/DROP

Getting started with DROP is simple & safe:



VERIFY YOU'RE A CA RESIDENT

DROP is available only to Californians.



CREATE YOUR PROFILE

Enter basic personal info about yourself so data brokers can locate and delete your data. You choose how much you provide.



SUBMIT YOUR DROP REQUEST

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

ABOUT DATA BROKERS

Data brokers buy and sell vast quantities of data and can infer a lot about you. They then sell and share this info to many organizations – even ones you may have never heard of.

The Delete Act gives you the ability to delete the information data brokers have about you and control the sale of your personal information.

WHY USE DROP



More control over your personal info



Limit spam



Reduce risk of identity theft & fraud