

# Reducing Elder Fraud with **DROP**

## 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.

## HOW IT HELPS

- DROP requires data brokers to delete specific personal information about you upon request.
- Your deletion request prevents data brokers from selling your data.
- This keeps your data safer which helps keep it out of the wrong hands, like scammers who engage in elder fraud.



## THREE EASY STEPS

### VERIFY RESIDENCY



DROP is available only to Californians.

### CREATE PROFILE



Enter basic personal info about yourself so data brokers can locate and delete your data.

### SUBMIT REQUEST



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