



## Help those you care about protect their privacy.

Want to help those you care about better understand and control their personal data? You can copy and paste the email below and send it to friends, family, or anyone who might benefit from DROP—especially folks who may not be very familiar with how companies collect and sell personal information.

### Tips for using this template:

- Feel free to personalize the opening line so it sounds like *you*.
- You can send this as an email or adapt it into a message or post.
- This works especially well for community groups, family chats, or anyone who's tired of spam or scams.
- No technical knowledge required: this tool is free and easy to use

**[Subject:] Sharing something helpful — a simple way to reduce spam and protect your info**

Hi,

I wanted to pass along a new tool from the State of California that can help you protect your privacy. The California Privacy Protection Agency (CalPrivacy) has launched the Delete Request and Opt-out Platform (DROP).

DROP is a free tool that lets you tell hundreds of data brokers to delete and stop selling the information they have about you in a single request. It helps you take back control of your personal information, limit spam, and decrease the risk of identity theft and fraud.

Data brokers are businesses that collect large amounts of your personal information without interacting with you. This can include things like your precise location, Social Security number, past purchases, and information about your health or financial status. There are hundreds of data brokers that may be selling your information right now.

**To get started, follow the steps on CalPrivacy's website:** <https://privacy.ca.gov/drop>

Once you create a profile in DROP, you will need to share some basic information. How much you share is always your choice. Submitting a DROP request is secure, simple, and fast – the average request takes five minutes or less and can have a big impact on your privacy.

If this is useful, submit your request today and share this with others.

Take care,  
[Your Name]