



## Help your community protect their privacy.

Want to help your community better understand and control their personal data? This template is designed for individuals reaching out to community organizations, nonprofits, libraries, faith groups, schools, or advocacy groups to encourage them to share DROP with their audience.

### Tips for using this template:

- Personalize the opening to explain why you're contacting *that* organization specifically.
- You can send this to a general inbox, communications lead, or community outreach coordinator.
- This works well as a cold outreach email or a follow-up after meeting someone at an event.
- You can also link to printable guides found on [privacy.ca.gov](https://privacy.ca.gov)

### **[Subject:] Resource to Share with Your Community: New CA Tool to Protect Your Personal Data**

Hello [Organization Name / Team],

I'm reaching out to share information about the Delete Request and Opt-out Platform (DROP), a free tool Californians can use to help protect their privacy. The California Privacy Protection Agency (CalPrivacy) created **DROP** to give Californians a simple, free way to tell data brokers to delete and stop selling their personal information.

With DROP, Californians submit **one request to hundreds of data brokers at once**. Using DROP can help reduce spam calls and emails, lower exposure to scams, and decrease the risk of identity theft or data misuse.

Data brokers often collect, repackage, and sell large amounts of personal information – like Social Security numbers, precise location, browsing history, and past purchases. They can even make and sell assumptions about your health, finances, or political views, often behind the scenes without you ever knowing.

Starting August 1, 2026, Data brokers are required by law to start processing DROP requests. Since DROP is operated by CalPrivacy, they can enforce against data brokers who violate the law.

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.

To get started, users can follow the simple steps on <https://privacy.ca.gov/drop/>.

I think your organization may be interested in DROP. I've included a [printable guide/brochure] you can share with your audience. You can find additional sample social media posts, email templates, and printable flyers on [privacy.ca.gov](https://www.privacy.ca.gov). If you're interested, CalPrivacy also provides public education information about how people can protect their privacy at [privacy.ca.gov](https://www.privacy.ca.gov).

Best regards,  
[Your Name]