



## Newsletter templates

### SHORTER VERSION

#### **A Free and Fast Way for Californians to Protect Their Privacy**

Californians now have a **simple, free way to protect their personal information** with **DROP**, a new tool from [CalPrivacy](#). Instead of tracking down hundreds of data brokers that collect and sell your data, you can visit one state website and send a single request directing all registered data brokers to delete your information and stop selling it.

Using **DROP** can help reduce spam and scams, limit tracking and unwanted ads, and shrink your digital footprint, all while keeping your information secure. Data brokers start processing requests August 1, 2026. Get started today: [privacy.ca.gov/drop](https://privacy.ca.gov/drop).

### LONGER VERSION

#### **Protect Your Privacy with DROP (It's Free and Easy!)**

Californians now have access to a free and fast new tool called **DROP** that makes **protecting your personal information much easier**.

Hundreds of data brokers collect and sell vast amounts of personal information like your online activity, precise location, or assumptions about your interests or finances. Tracking down these companies on your own can be overwhelming. DROP does the work for you.

With **DROP**, you submit **one request** that tells *all* registered data brokers to delete the personal information they have about you and stop selling it. Data brokers start processing your request on August 1, 2026.

DROP is **free, secure, and designed to put you in control**. Using **DROP** can help reduce spam and scams, limit tracking and targeted ads, and shrink your overall digital footprint, giving you more privacy and peace of mind.

Get started today: <https://privacy.ca.gov/drop>

**DROP** is brought to you by [CalPrivacy](#).