



Delete Request and Opt-out Platform (DROP) Update

California Privacy Protection Agency
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DROP Update



DROP since platform launch



Preparation for deletion request processing (DRP)



Looking ahead

DROP Since Launch — Consumer Experience

Consumer Experience

Highlights:

- Residency verification process
- Check status and profile management
- Messaging about how deletion request processing works

The screenshot displays the official website of the State of California for DROP (Data Request for Optimal Privacy). The page is titled 'Check DROP status'. A sidebar on the left contains the DROP logo and two menu items: 'DROP status' (highlighted) and 'Data broker list'. The main content area features a yellow information banner at the top stating: 'Heads up! Data brokers will begin accessing DROP soon. Note that processing becomes mandatory beginning on August 1st, 2026 but status updates may take up to 90 days to process, depending on data broker workflows. Your DROP request status will be updated based on processing outcomes.' Below this, a text box instructs users to 'Enter your DROP ID to check the status of your DROP deletion request. Your ID contains 8 to 10 characters (letters and numbers). Please note: request processing will begin on August 1, 2026.' A form field labeled 'Your DROP ID' with a help icon contains the placeholder text 'XXXX-XXXX'. A blue 'Submit' button is positioned below the field. At the bottom, a section titled 'Lost or forgot your DROP ID?' includes a link to 'Contact us' to request a new DROP ID.

DROP Since Launch — By the Numbers

By the Numbers

As of July 15th, 2026

Requests

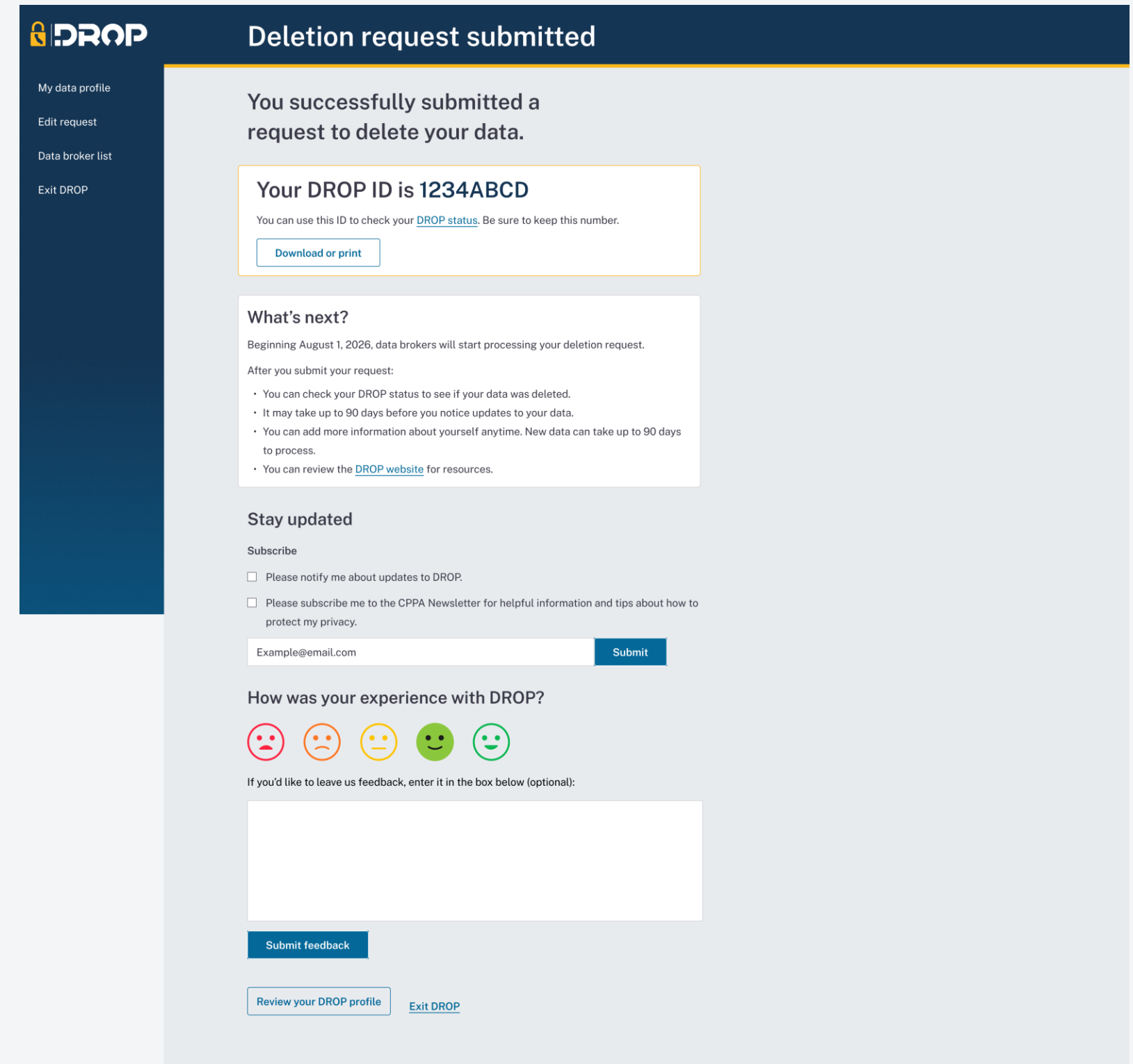
- Total requests: 345,000+

Identifiers

- Total identifiers: 1.3M+
- 1/3 of requests contain at least one pseudonymous ID (MAID, VIN, CTVID)

Feedback – top mentions

- 29% - gratitude for service
- 19% - feedback about verification process
- 13% - more info about MAIDs and other IDs



The screenshot shows the DROP website interface after a deletion request has been submitted. The page has a dark blue header with the DROP logo and a title 'Deletion request submitted'. A sidebar on the left contains links: 'My data profile', 'Edit request', 'Data broker list', and 'Exit DROP'. The main content area is light gray and contains several sections: 1. A confirmation message: 'You successfully submitted a request to delete your data.' 2. A box displaying the user's DROP ID as '1234ABCD' with a note that it can be used to check the status and a 'Download or print' button. 3. A 'What's next?' section explaining that processing begins on August 1, 2026, and listing steps like checking status, waiting 90 days for updates, adding more info, and reviewing resources. 4. A 'Stay updated' section with checkboxes for notifications and a newsletter, followed by an email input field and a 'Submit' button. 5. A 'How was your experience with DROP?' section with five smiley face icons (red, orange, yellow, green, light green) and an optional feedback text box with a 'Submit feedback' button. 6. At the bottom, links for 'Review your DROP profile' and 'Exit DROP'.

DROP Since Launch – Data Brokers

Highlights

- **580+** data brokers registered, **600+** active in DROP
- New interface to allow for filtering and review of new disclosures required by SB 361
- Information supplied by data brokers as part of registration is available for download



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Data Broker Registry

2026 California Data Broker Registry

Last Updated: 7/6/2026

581 data brokers registered

Download Registration Information

DATA COLLECTION INCLUDES

Minors' Data

Account Logins

IDs / SSN

Citizenship

Union Membership

Sexual Orientation

Gender Identity

Biometric Data

Precise Geolocation

Reproductive Health

Clear

DATA SOLD / SHARED TO

Foreign Actor

Federal Government

State Governments

Law Enforcement

GenAI Developer

Clear

Search by data broker name or website...

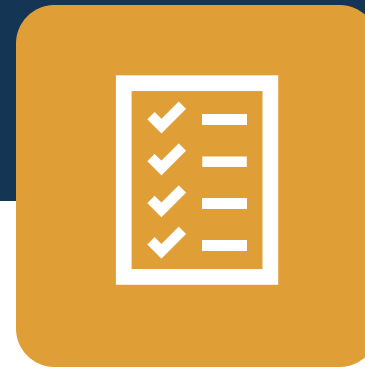
Selected all 581 data brokers

DATA BROKER NAME	WEBSITE	DATA COLLECTION INCLUDES	DATA SOLD/SHARED TO	
Blueprint Audiences	blueprintaudiences.com	—	—	View
Bombora, Inc.	Bombora.com	—	—	View
Bridg, a division of Cardlytics, Inc.	bridg.com	—	—	View
Brooks Integrated Marketing, LLC	brooksim.com	—	—	View
Buildertrend Solutions, Inc.	buildertrend.com toolbeltdata.com	—	—	View
Bushwick Growbots LLC	growbots.com	—	—	View
Buxton Company, LLC	buxtonco.com	IDs / SSN Precise Geolocation	—	View
Buyerlink Inc.	buyerlink.co	Precise Geolocation	—	View
BuyersRoad, Inc DBA: Experience.com	experience.com	—	—	View
BV Insights LLC	big-village.com	Minors' Data	GenAI Developer	View

Preparation for Deletion Request Processing (DRP)



Prepare system for
deletion request
processing



Ensure brokers can process
requests and report on
status



Promote tools and content
to support a smooth
launch

Deletion Request Processing – Overview



Step 1:

Download
consumer
deletion lists



Step 2:

Standardize and
hash your
records



Step 3:

Match and
process

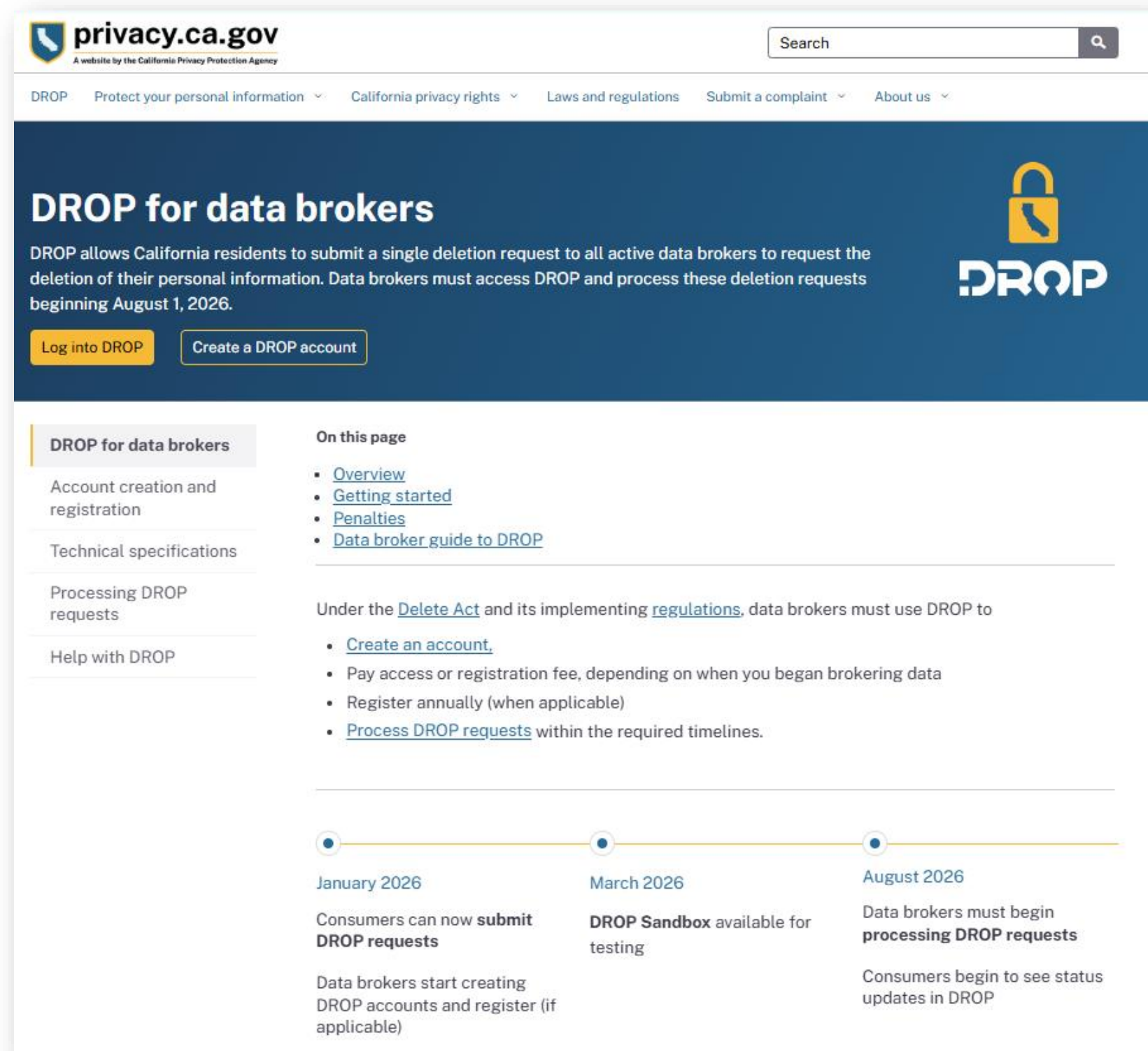


Step 4:

Report status

Rolling 45-day cycle | Data brokers begin processing August 1, 2026

DROP for Data Brokers — Content



Published + promoted new content

- Developed new site content about deletion request processing
- Included sections for technical docs, workflow details and more
- Hosted webinars to present on new content and workflow details

DROP for Data Brokers — Tech Docs

privacy.ca.gov

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Technical specifications

← DROP for data brokers

Account creation and registration

Technical specifications

Getting started

Integration workflow

Working with the data

API operations

Reference

Processing DROP requests

Help with DROP

DROP Technical and API Reference Documentation

Last updated: July 2026

[Version 1.2.0](#)

The information below will assist you with building your integration, whether API-based or manual, with DROP for purposes of deletion request processing. This information is provided for guidance only. You are responsible for ensuring your own compliance with all requirements.

Please be aware that this information is not exhaustive and that your business is responsible for ensuring compliance with all applicable statutory and regulatory requirements. Read the full text of the regulations at [cpra.ca.gov/regulations](#).

Download API Specification (OpenAPI YAML)

① Data brokers are required to access DROP to process deletion requests beginning on August 1, 2026. The documentation below provides technical requirements and information to facilitate testing in the sandbox and integration with production. Confirm you are using the latest version of the documentation. [Contact us](#) if you have any questions.

●●○

Getting started

Account setup, authentication, API key generation, quick start

↺↻

Integration workflow

The download-process-upload cycle, validation, retries

🗄️

Working with the data

List types, file schemas, standardization rules, hashing examples

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Single-field lists (Email, Phone, MAID, CTVID)

Column	Description
Id	Work item identifier from the downloaded file
Status	Numeric status code

Example:

```
Id,Status
A7kP2xQ9Lm4R,2
bK8rT3nV6pZa,5
x92LmQ8Zp3Rt,4
```

Status codes

Code	Label	Meaning
2	Exempted	Match found and personal information is exempt
3	Deleted	Match found and non-exempt personal information was deleted
4	Opted out	Multiple consumers are linked to the same identifier and all were opted out of sale or sharing
5	Not found	No match found after completing the matching process

For more information on the legal requirements based on match outcomes, see California Civil Code section 1798.99.80 et seq. and CCR, title 11, section 7600 et seq.

Hashing and standardization

DROP provides consumer identifiers in hashed form. To match DROP identifiers against your own records, you must standardize and hash the identifiers in your records using the same rules. If your records are already standardized and hashed according to the rules below, you do not need to standardize and hash again.

General rules

- Apply the identifier-specific standardization described below.
- Hash with SHA-256 using UTF-8 input encoding.
- Output as Base64.

Tip: A SHA-256 Base64 hash is typically 44 characters and commonly ends with =.

Name standardization

Names are stored as separate First Name and Last Name values.

Use lowercase values

DROP for Data Brokers — Webinars

YouTube

Search or ask a question

Upload validation: file level and record level

FILE-LEVEL VALIDATION

API key

Must be present and valid (if uploading via API)

File type

Only CSV files accepted

CSV header

Must be exactly: Id,Status

File name

No duplicate names within the same batch

Encoding

File must be readable as UTF-8

RECORD-LEVEL VALIDATION

ID present

Each row must include a work item ID

ID valid

ID must match a record previously delivered

Status code

Must be 2, 3, 4, or 5

No duplicates

Each ID may appear only once per upload

API or UI immediately returns a message with files accepted or rejected for processing

Email sent to primary and secondary contacts with processing outcome, including any errors that need to be corrected

Getting Ready for Deletion Request Processing - June 11, 2026

California Privacy Protection Agency (CalPrivacy)

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All Events

This event has passed.

Getting ready for deletion request processing

June 18 @ 11:00 am -12:00 pm

The DROP team will walk through key requirements, timelines, and technical considerations to help you prepare for compliance. All businesses operating as a data broker in California must access DROP and download their first batch of deletion requests within 45 days of August 1, 2026. Both sessions will cover the same topics:

An overview of the Delete Act and the regulatory obligations for data brokers, including key dates

An introduction to the consumer experience in DROP

A detailed walkthrough of the DROP Sandbox, including testing steps, benefits, and use of sandbox endpoints

The deletion request processing workflow, including list selection, API key generation, download and upload requirements, standardization and hashing requirements and more

Implementation considerations related to launch preparation

Links to available documentation and resources

Sessions will be held:

Thursday, June 11, 11:00 AM-12:00 PM PT

Thursday, June 18, 11:00 AM-12:00 PM PT

Meeting records

Presentation

Recordings

Webcast - June 11, 2026

California Privacy Protection Agency

7,153 followers

1mo • Edited

Data Brokers: Join our upcoming webinar, Getting Ready for Deletion Request Processing.

Our team will walk through key requirements, timelines, and technical considerations to help data brokers prepare for compliance. All businesses operating as a data broker in California must access the DROP and download their first batch of deletion requests within 45 days beginning August 1, 2026.

Both webinar sessions will cover the same material, so you may register for whichever time works best for you.

Registration is required in order to join the webinar:
Register for Thursday, June 11, 11:00 AM-12:00 PM PT: <https://lnkd.in/eP8xhPMS>
Register for Thursday, June 18, 11:00 AM-12:00 PM PT: <https://lnkd.in/eWRsS9xt>

Submit questions in the Questions & Comments section of the registration form. We will try to address as many as possible during the session, though we may not be able to respond to every question.

CalPrivacy

Getting Ready for Deletion Request Processing

Data Broker Webinar

June 11 & 18
11am-12pm

Registration is required in order to join the webinar.

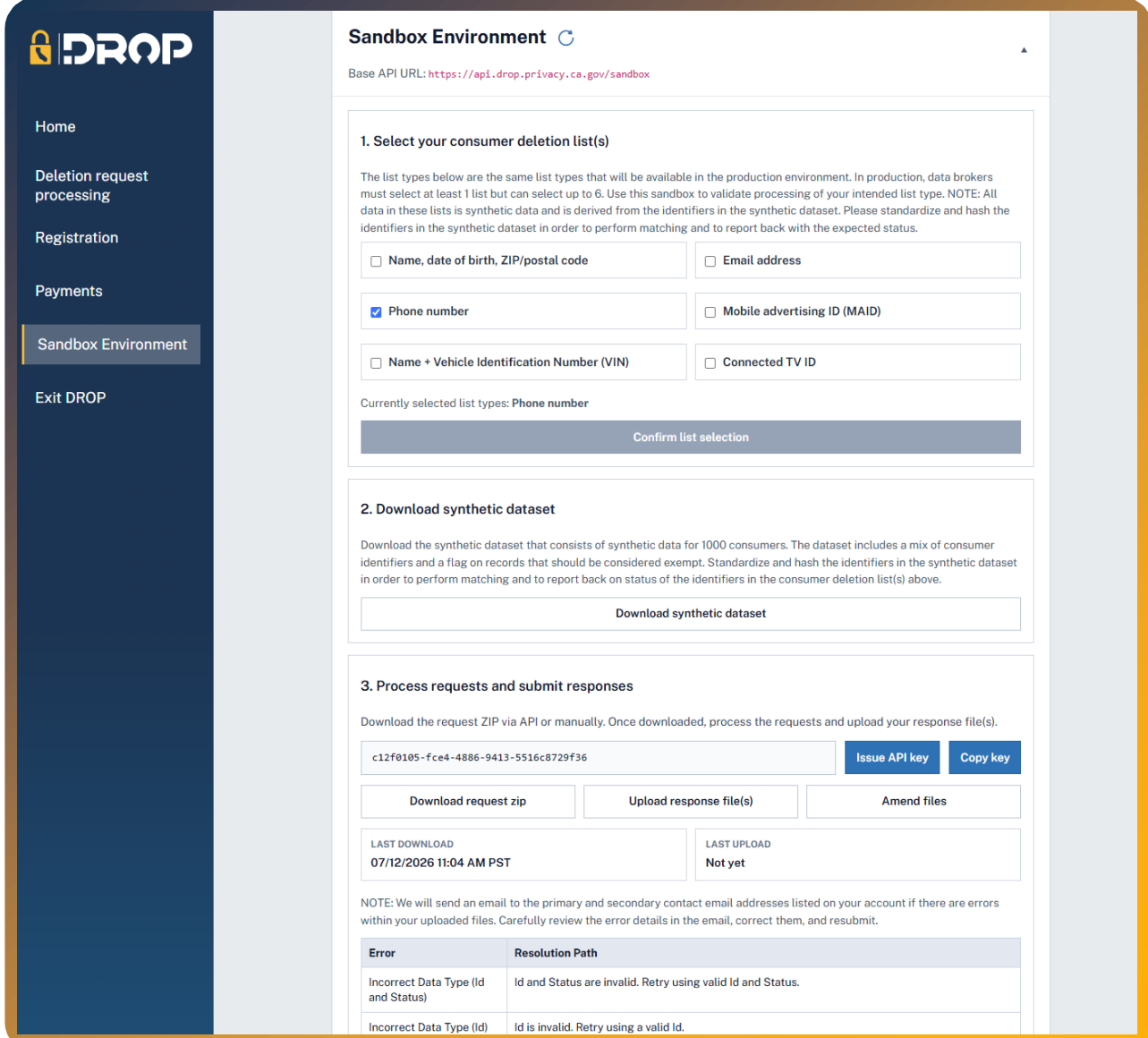
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Tooling – DROP Sandbox

Sandbox Stats

As of July 15, 2026

- All data brokers in DROP can test in the DROP Sandbox [optional]
- ~250 downloads / ~150 uploads
- Sandbox lets brokers optionally test integration against synthetic data before connecting to production



The screenshot displays the DROP Sandbox Environment interface. On the left is a dark blue sidebar with navigation links: Home, Deletion request processing, Registration, Payments, **Sandbox Environment** (highlighted), and Exit DROP. The main content area is titled 'Sandbox Environment' and includes a Base API URL: <https://api.drop.privacy.ca.gov/sandbox>.

1. Select your consumer deletion list(s)

The list types below are the same list types that will be available in the production environment. In production, data brokers must select at least 1 list but can select up to 6. Use this sandbox to validate processing of your intended list type. NOTE: All data in these lists is synthetic data and is derived from the identifiers in the synthetic dataset. Please standardize and hash the identifiers in the synthetic dataset in order to perform matching and to report back with the expected status.

☐ Name, date of birth, ZIP/postal code ☐ Email address

☒ Phone number ☐ Mobile advertising ID (MAID)

☐ Name + Vehicle Identification Number (VIN) ☐ Connected TV ID

Currently selected list types: Phone number

[Confirm list selection](#)

2. Download synthetic dataset

Download the synthetic dataset that consists of synthetic data for 1000 consumers. The dataset includes a mix of consumer identifiers and a flag on records that should be considered exempt. Standardize and hash the identifiers in the synthetic dataset in order to perform matching and to report back on status of the identifiers in the consumer deletion list(s) above.

[Download synthetic dataset](#)

3. Process requests and submit responses

Download the request ZIP via API or manually. Once downloaded, process the requests and upload your response file(s).

[Issue API key](#) [Copy key](#)

[Download request zip](#) [Upload response file\(s\)](#) [Amend files](#)

LAST DOWNLOAD: 07/12/2026 11:04 AM PST LAST UPLOAD: Not yet

NOTE: We will send an email to the primary and secondary contact email addresses listed on your account if there are errors within your uploaded files. Carefully review the error details in the email, correct them, and resubmit.

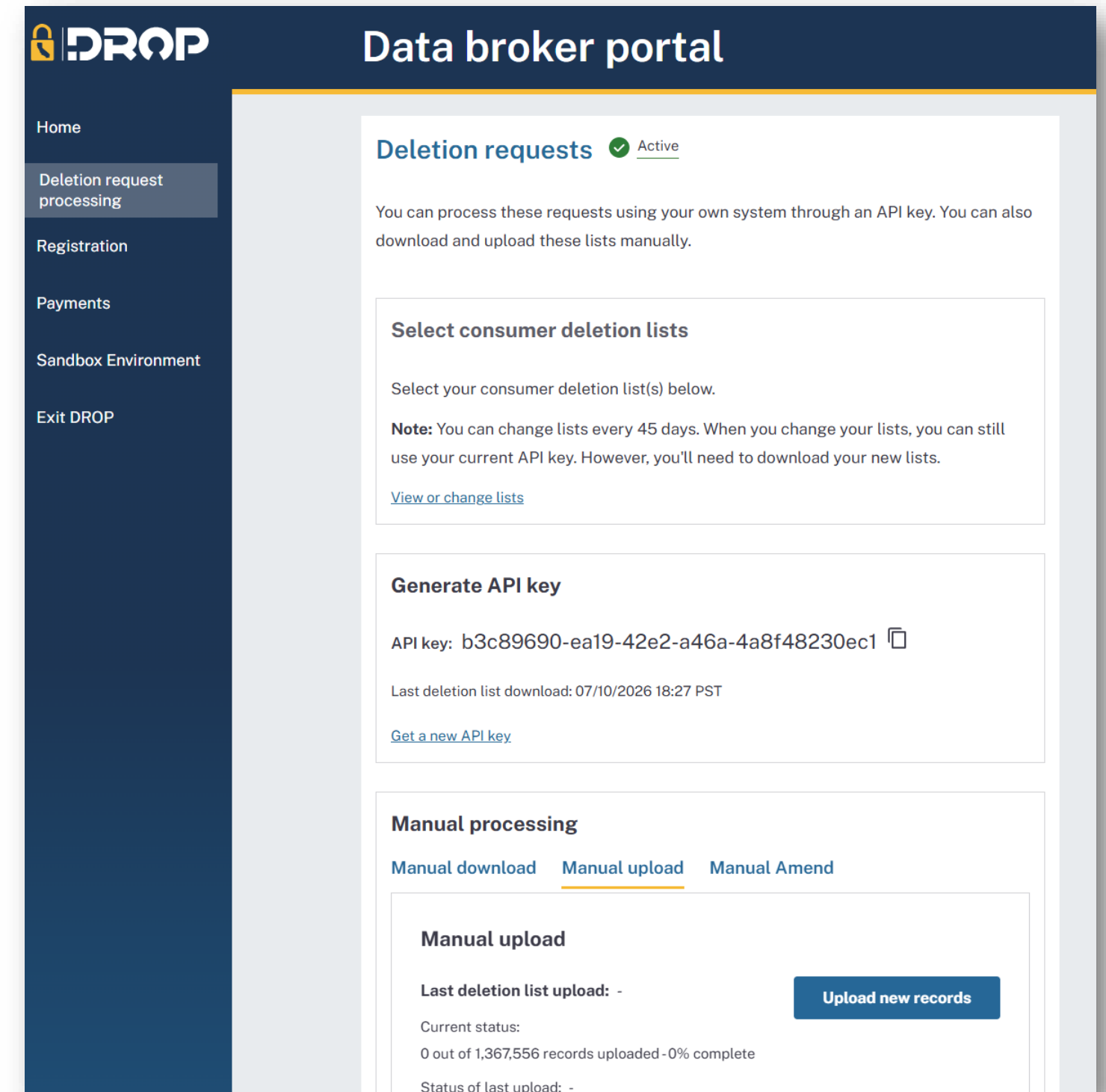
Error	Resolution Path
Incorrect Data Type (Id and Status)	Id and Status are invalid. Retry using valid Id and Status.
Incorrect Data Type (Id)	Id is invalid. Retry using a valid Id.

Deletion Request Processing - Launch

Activity to Date

Up next

- Review system activity and processing outcomes from first 90 days
- Continue to enhance system and platform to enable deletion request processing at scale



The screenshot displays the DROP Data broker portal. The left sidebar contains navigation links: Home, Deletion request processing (highlighted), Registration, Payments, Sandbox Environment, and Exit DROP. The main content area is titled 'Data broker portal' and features a 'Deletion requests' section with an 'Active' status. Below this, there are three main functional areas: 'Select consumer deletion lists' with instructions and a 'View or change lists' link; 'Generate API key' showing a key value and a 'Get a new API key' link; and 'Manual processing' with tabs for 'Manual download', 'Manual upload' (selected), and 'Manual Amend'. The 'Manual upload' tab shows a progress bar for 'Last deletion list upload' and a button to 'Upload new records'.

Data broker portal

Deletion requests Active

You can process these requests using your own system through an API key. You can also download and upload these lists manually.

Select consumer deletion lists

Select your consumer deletion list(s) below.

Note: You can change lists every 45 days. When you change your lists, you can still use your current API key. However, you'll need to download your new lists.

[View or change lists](#)

Generate API key

API key: b3c89690-ea19-42e2-a46a-4a8f48230ec1 

Last deletion list download: 07/10/2026 18:27 PST

[Get a new API key](#)

Manual processing

[Manual download](#) [Manual upload](#) [Manual Amend](#)

Manual upload

Last deletion list upload: - [Upload new records](#)

Current status:
0 out of 1,367,556 records uploaded - 0% complete

Status of last upload: -

DROP Support Update



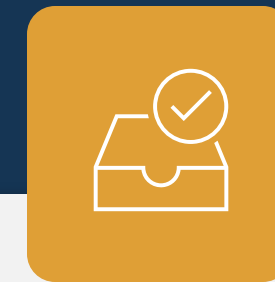
11k+

Total tickets
(consumers + data brokers)



3.5 hours

Median first reply time



77%

Of consumer tickets are
resolved with initial reply

I heard about this on KDFC public radio... and I am very excited for California to be leading the effort to curtail the sale of personal data. The website is very easy to use and thank you so much for making the process easy! Cheers!

Looking ahead



Enable operational excellence

Support system operations through initial processing cycles.



Measure impact

Define key performance indicators to understand processing activity and impact.



Prepare for scale

Strengthen the team, system and experience to support continued growth.

Questions

