



# **California's Delete Request and Opt-out Platform (DROP)**

California Privacy Protection Agency

---

**Tom Kemp, Executive Director**

# California Privacy Protection Agency

CalPrivacy was established in 2020 with the mission to protect consumer privacy, ensure consumers and businesses are well-informed about their rights and obligations, and vigorously enforce the California Consumer Privacy Act (CCPA) and the Delete Act.

## KEY ROLES OF CALPRIVACY



Rulemaking



Promoting  
Public  
Awareness



Auditing &  
Enforcement



Policy &  
Legislation



Delete Request  
and Opt-out  
Platform

# What is a data broker?

“[A] business that knowingly collects and sells to third parties the personal information of a consumer with whom the business does not have a direct relationship.” (Civ Code § 1798.99.80(c))

“‘Direct relationship’ means that a consumer intentionally interacts with a business. . . . A business is still a data broker if it has a direct relationship with a consumer but also sells personal information about the consumer that business did not collect directly from the consumer.” (11 CCR § 7601(a))



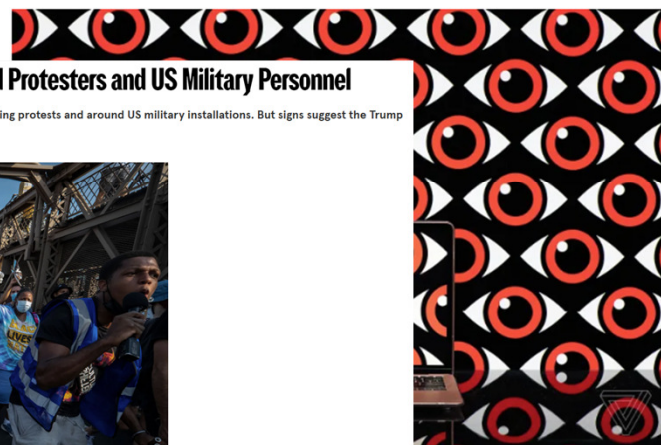
## Minnesota Shooting Suspect Allegedly Used Data Broker Sites to Find Targets' Addresses

The shooter allegedly researched several "people search" sites in an attempt to target his victims, highlighting the potential dangers of widely available personal data.



NEWS POLICY TECH

## A major data broker hack may have leaked precise location info for millions



/ Broker Grav company the ban in Decen breach late la

by Wes Davis  
Jan 13, 2025, 8:10 AM PST



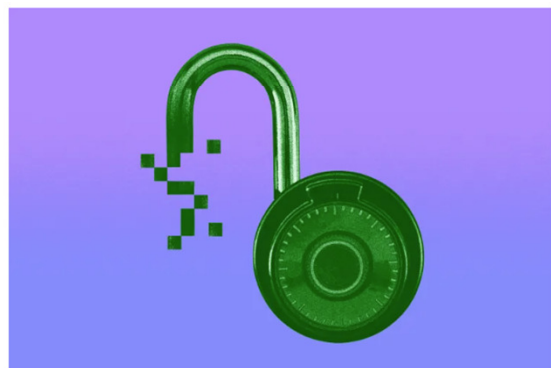
## FTC Sues Data Brokers Unlawfully Tracked Protesters and US Military Personnel

The FTC is targeting data brokers that monitored people's movements during protests and around US military installations. But signs suggest the Trump administration will be far more lenient.



NEWS TECH SECURITY

## LexisNexis leaked social security numbers and other personal data of over 364,000 people



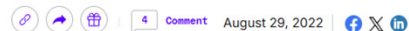
Cath Virginia / The Verge | Photo: Getty Images

/ The data broker says an 'unauthorized third party' accessed its records in December.

## FTC Sues Kochava for Selling Data that Tracks People at Reproductive Health Clinics, Places of Worship, and Other Sensitive Locations

Agency Alleges that Kochava's Geolocation Data from Hundreds of Millions of Mobile Devices Can Be Used to Identify People and Trace Their Movements

by Emma Roth  
May 28, 2025, 9:44 AM PDT



# CA Data Broker Laws Similar to H211

2019

## Data Broker Registration Law (AB 1202)

Defined “Data Broker” in California Law

Created a public registry that was specially funded through annual fees.

2023

## California Delete Act (SB 362)

Expands consumer deletion rights to include personal information held by data brokers.

Requires CalPrivacy to build an “accessible deletion mechanism”, now known as the **Deletion Request and Opt-out Platform (DROP)**.

2025

## Defending Californians’ Data Act (SB 361)

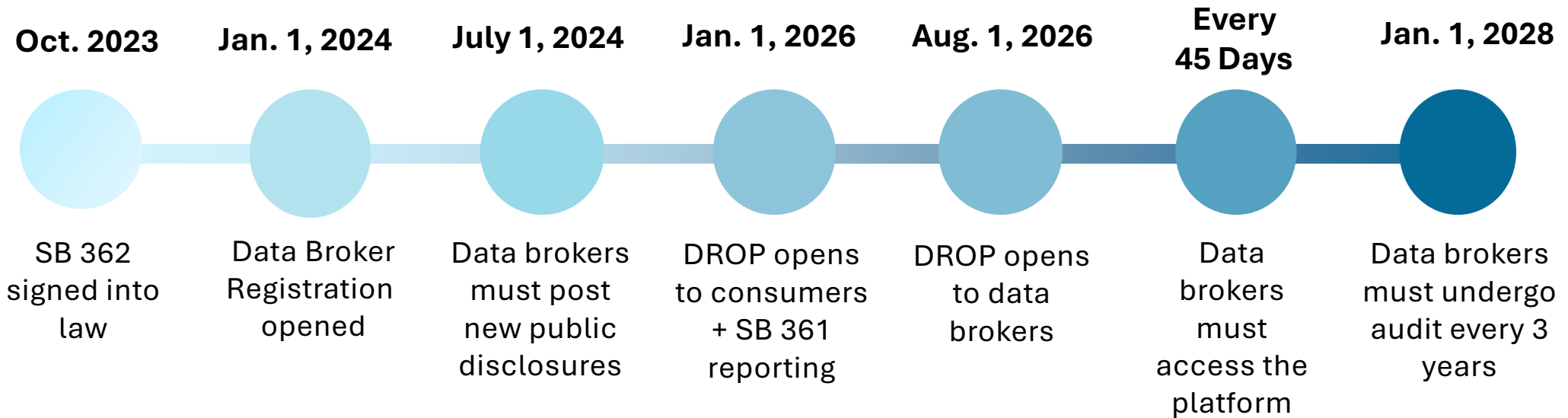
Expanded disclosure requirements, including collection practices (whether the data broker collects information, including precise geolocation data, biometric information, and sexual orientation) and selling practices (whether a data broker sells to certain entities, including foreign actors, federal government, or developers of GenAI systems or models).

# Delete Act Overview

## Data Broker Requirements

- Registration: Annual form + fee every January
- Deletion: Process consumer deletion requests every 45 days via the accessible deletion mechanism beginning August 1, 2026
- Website Disclosures: Publish mandatory information about consumer rights requests every July 1 on website privacy policy
- Audit: Undergo independent audit every three years starting January 1, 2028

# Delete Act Implementation Timeline



# How DROP works



- **Data brokers only download the types of information they already have** (e.g., email) from deletion request lists, and **skip other types** (e.g., phone) they don't have.

# Consumer experience

**STEP**  
**1**



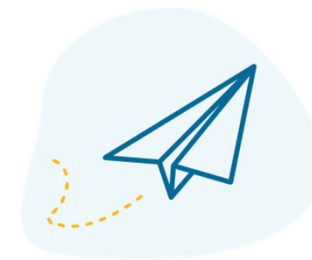
**Verify your eligibility**

**STEP 2**



**Create your profile**

**STEP 3**



**Submit your request**

# Step 1: Verify residency



Verify California residency via Login.gov or by entering basic personal information

A screenshot of the DROPSite interface. The page title is "Verify you're a California resident". It features a progress bar with three steps: "Check eligibility" (active), "Fill out request", and "Submit request". The main content area explains that users can use DROPSite if they are a California resident and provides two verification options: "Use personal information" and "Use Login.gov". A warning box states: "Each time you use DROPSite, you must use the same method to verify you're a California resident. Example: If you used Login.gov, then you must always use Login.gov." There are also links for "Contact us" and "Exit DROPSite".

Official website of the State of California Translate

**DROPSite** **Verify you're a California resident**

DROPSite status  
Exit DROPSite

Check eligibility Fill out request Submit request

You can use DROPSite if you're a [California resident](#)

Verify you're a California resident using personal information ?  
or through using [Login.gov](#) ?

Once verified, you'll be directed back to DROPSite.

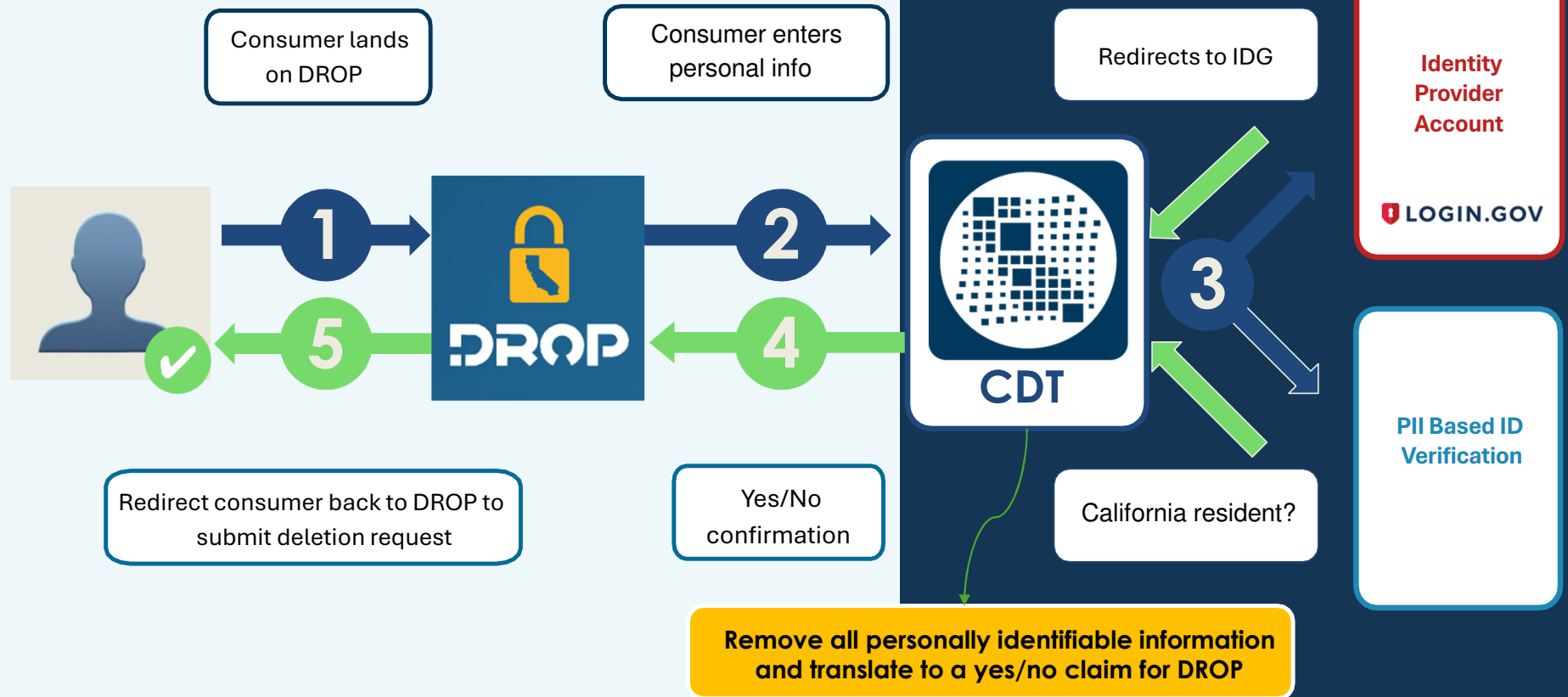
! Each time you use DROPSite, you must use the same method to verify you're a California resident. Example: If you used Login.gov, then you must always use Login.gov.

[Use personal information](#) [Use Login.gov](#)

Having trouble? [Contact us](#) [Exit DROPSite](#)

\*Subject to change, CalPrivacy, April 1, 2026

# California Identity Gateway



# Step 2: Create the consumer profile



Enter basic information that data brokers can use to match you in their records

**Protect your privacy**

Check eligibility    **Create Request**    Submit request

**\*Required fields**  
Fill out your DROP profile below. The more information you provide, the more likely your personal data will be deleted.

[What will be deleted?](#)

> Submitting a request for someone else?

**Basic Information**

In addition to the required fields, you must request: email, phone number, or a unique

**Name**

First name\*    Last name

Names must include both a first name and last name.  
+ Add another name for the same person  
*Example: legal names, maiden name, other variations, etc.*

**Date of Birth\***

Month    DD    YYYY

**Zip/postal code**

Only the initial five characters of the ZIP/postal code are used.  
+ Add another Zip Code

**Email address**

We'll send you an email to make sure it's correct.  
+ Add another email address

**Phone number**

+1    ###-###-####

Text me     Call me  
We'll call or text to make sure the number is correct.  
+ Add another phone number

**Unique identifiers**

A unique identifier (ID) is assigned to a specific device or item like a smartphone, smart TV, or car. Data brokers may use these IDs to track your habits and sell or share your data.

**Mobile Advertising ID (MAID)** ⓘ

+ Add another MAID

**Connected TV ID** ⓘ

+ Add another TV ID

**Vehicle Identification Number (VIN)** ⓘ

+ Add another VIN

Check this if you're submitting this information for someone else.

[Confirm Request](#)    [Exit DROP](#)

All current and future data brokers who register with CalPrivacy are included in your deletion request. If you would like specific data brokers to keep your data, you can remove them in the [data broker list](#).

\*Subject to change, CalPrivacy, April 1, 2026

# Privacy By Design

## Hashing consumer identifiers



What consumers enter: [emailaddress@email.com](#)

What consumers see in DROP: e###@e###m

What data brokers see: IokUeTFxXZdmjolr4Kn...


Consumer identifiers are **hashed immediately** upon collection

Brokers hash their own records to match – **no raw PI is shared**

# Step 3: Submit the deletion request



Review and submit —  
save the DROP ID to  
track status



## Deletion request submitted

**You successfully submitted a request to delete your data.**

Your DROP ID is **2W27-4YBT**

You can use this ID to check your DROP status. Be sure to keep this number.

[Print](#)

### What's next?

After you submit your request, here's what happens:

- Data brokers process your deletion request within 45 days, beginning August 1, 2026.
- You can check your DROP status to see if your data was deleted.
- You can add more information about yourself anytime. New data can take up to 90 days to process.
- You can review the [DROP website](#) for resources.

# DROP since launch

**280,000+**

**Deletion requests  
submitted since Jan  
1st**

**98%**

**of consumers are  
verified as California  
residents**

**8 mins**

**Average time to  
complete DROP  
request**

As of  
5/1/2026

# What happens next?



Data brokers begin processing DROP requests in August 2026



Data brokers may build and test their integration within DROP Sandbox (manual or via API)

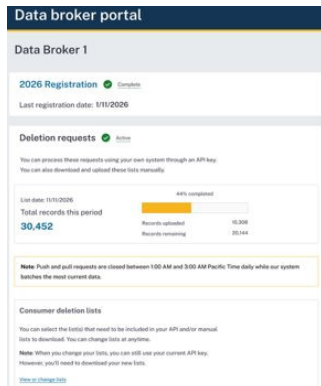


Consumer can check their DROP status or edit or add more information to their request, anytime

# Deletion request processing

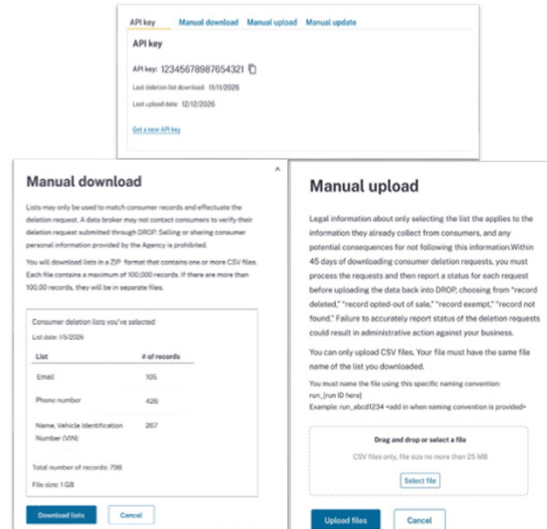
## 1 Select list(s)

Choose consumer deletion lists based on identifier(s)



## 2 Download list(s)

Download deletion list via API or manually 1x every 4 days



## 3 Identify matches

Standardize, hash and match identifiers in list(s) to data broker records.

### 8. Hashing Protocol

This section defines how DROP generates composite hashed identifiers for specific data types by ordering and re-hashing previously hashed parameters.

All data is hashed using SHA-256(UTF-8) and encoded in Base64. Ensure that all personal identifiers are normalized before hashing. Normalization includes lowercasing, removing spaces, removing special characters, and formatting dates and phone numbers as specified.

### 8.1. Normalizing Personal Information Before Hashing

This subsection explains how each field is normalized prior to hashing.

#### 8.1.1 General rules (applies to all fields)

1. Remove all spaces, punctuation, and symbols unless stated otherwise.
2. Convert to lowercase.
3. Process according to the specific identifier instruction below.
4. Use SHA-256
  - Input Encoding: UTF-8
  - Output Encoding: lowercase Base64

# Deletion request processing, cont.

4

## Process and delete records

**Delete all** consumer **personal information**, including **inferences based in whole or in part on personal information collected from third parties** or from a consumer in a non-“first party” capacity, that is associated with a matched identifier in the data broker’s records. (§7613(a)(1)(A))

**Continue** to **maintain the minimum personal information** necessary to facilitate **compliance** for each consumer that submits a deletion request (§7613(a)(1)(A))

**Direct all service providers and contractors to delete** all personal information in its possession related to a consumer associated with a matched identifier (§7613(d))

# Deletion request processing, cont.

5

## Report deletion status

### 10. Upload File Schema: Status Updates

Data brokers must report a status for each record that they identify. This will be identified as string containing only numbers. Please see the following example on how the CSV must be structured:

| Id  | Status |
|-----|--------|
| 941 | 2      |
| 942 | 3      |
| 943 | 4      |

All Date brokers must respond to the work items with the below status numbers while uploading back respective response file. See the example below.

| Status                   | Code | Meaning  |
|--------------------------|------|--|
| Record deleted           | 2    | Match found + non-exempt personal info deleted (per § 7613(b)).    |
| Record opted out of sale | 3    | Multiple matches + all opted out of sale/sharing.                  |
| Record exempted          | 4    | Match found, but all data is exempt under Civil Code § 1798.99.86. |
| Record not found         | 5    | No match found after applying § 7613 matching process.             |

Note: The file upload endpoints will have two modes i.e. "New" & "Amend" the flag must be sent as a path parameter in the end point if API is being used. If it is being uploaded via UI, "amend" option must be used for amending records and "new" for fresh set of updates being posted back.

Endpoints:

POST /api/data/datapush/new

POST /api/data/datapush/amend

\*Subject to change, CalPrivacy, April 1, 2026

**DELETED** — Match found and non-exempt personal information was deleted

**EXEMPT** — Match found and personal information is exempt

**OPTED-OUT** — Multiple consumers are linked to the same identifier and all were opted out of sale or sharing

**RECORD NOT FOUND** — No match found

# Enforcement



## Administrative fines:

---

**Failure to register** — \$200 per day plus unpaid fees and enforcement costs

**Failure to delete consumer personal information** — \$200 per day, per consumer request plus enforcement costs

---

*Nearly a dozen CalPrivacy actions against data brokers for failure to register.*

*You can find them at: <https://cppa.ca.gov/announcements/>*

## What Californians are saying

*This rocks. Thank you so much for giving us tools to protect our privacy!*



**VERY HELPFUL, I WAS EVEN ABLE TO GO ON MY TV AND CHANGE AD SETTINGS!**

*Thank you so much for spearheading the efforts to protect our data in CA and for providing this free service!*

# Questions

---

[Privacy.ca.gov/DRDP](https://www.privacy.ca.gov/DRDP)

