

Delete Request and Opt-out Platform (DROP)

DROP. Delete. Done. | Coming January 1, 2026

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What is DROP?

DROP (Delete Request and Opt-out Platform) is a free, online tool from CalPrivacy that is launching on January 1, 2026. DROP will help you control what personal information data brokers have about you. DROP lets you send a single request to [500+ registered data brokers](#) [↗](#) to require them to delete your personal information.

What is a data broker?



Why submit a DROP request?



What information will be deleted with DROP?



How it works

When DROP launches, you can submit a deletion request by following these three easy steps:



1 Verify you're a Californian

Confirm that you are a California resident so your request can be processed.

2

Provide basic information about yourself

You will be asked to provide information about yourself: your name, date of birth, phone number, and email address. DROP even lets you add your device identifiers such as Mobile Advertising IDs (MAIDs) that data brokers may use to track you. The amount of information you provide about yourself is entirely your choice. Keep in mind though that the more you include, the more likely a data broker can find you within their system and delete your data.

3

Submit your request

You'll receive confirmation of your request immediately. Keep in mind that data brokers are not required to begin processing these requests until August 1, 2026. Data brokers will have up to 90 days to report the actions taken in response to your request.

Once your request is submitted, registered data brokers will retrieve it from DROP. Then, they will compare it to their records. Finally, they will delete and/or stop selling and sharing any non-exempt information about you that matches their records. You only have to submit your request once. You can also edit your request later if you'd like (for example, to add a new phone number or email address). Data brokers will continue to check DROP every 45 days and report the status of your request.

Is DROP safe?

Yes. DROP is built to keep your information private and secure. The personal information you give to DROP is protected and stored in a secure format that no one else can read. This way, even if someone else saw it, they wouldn't be able to read it.

Your information is only used to complete your request. It won't be sold or shared for any other reason. DROP gives you control over your data while keeping it safe.

DROP timeline

1 January 1, 2026

Delete Request and Opt-out Platform (DROP) launches on privacy.ca.gov

2 August 1, 2026

Data brokers will start to process requests every 45 days

Steps you can take now

1 Start to gather important information you'll need to use DROP


You'll need basic info, such as your phone number and email address. You can also choose to enter more information. For example, you can add a mobile advertising ID (MAID). Read more about mobile advertising IDs on our [Limit mobile device tracking tips page](#), including how to reset them so your mobile device won't be tracked and/or served targeted ads.

2 Follow our tips to protect your privacy

Visit privacy.ca.gov/tips and follow the step-by-step guides to better protect your information. You can find instructions for how to opt-out of the sale and sharing of your information automatically with opt-out preference signals, how to limit web and mobile tracking, how to secure your online accounts, and more. You can also [read our blog](#) for more in-depth coverage.



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