WHAT IS PERSONAL INFORMATION?

- Name
- SSN, driver's license or state ID
- Email address
- Financial account credentials
- Purchase history
- Browsing history
- Genetic data or biometrics
- Location data
- Racial or ethnic origin, citizen or immigration status

Concerns regarding data brokers



Massive quantities of **sensitive, personal information** held with hundreds of brokers, increasing risk of data breaches



Most **consumers do not know** this collection and sale is happening



This data gets **sold** to many other entities, including entities that could use your data in ways you may not want it to be used

DROP allows you to **request the deletion** of your **personal information** from all registered **data brokers**.

Scan the **QR code** to the right or go to the **link below** to get started.

Sign up at privacy.ca.gov/DROP

CalPrivacy just launched DROP – the **Delete Request and Opt-Out Platform.**



How it works

STEP 1



Verify your eligibility

STEP 2



Create your profile

STEP 3



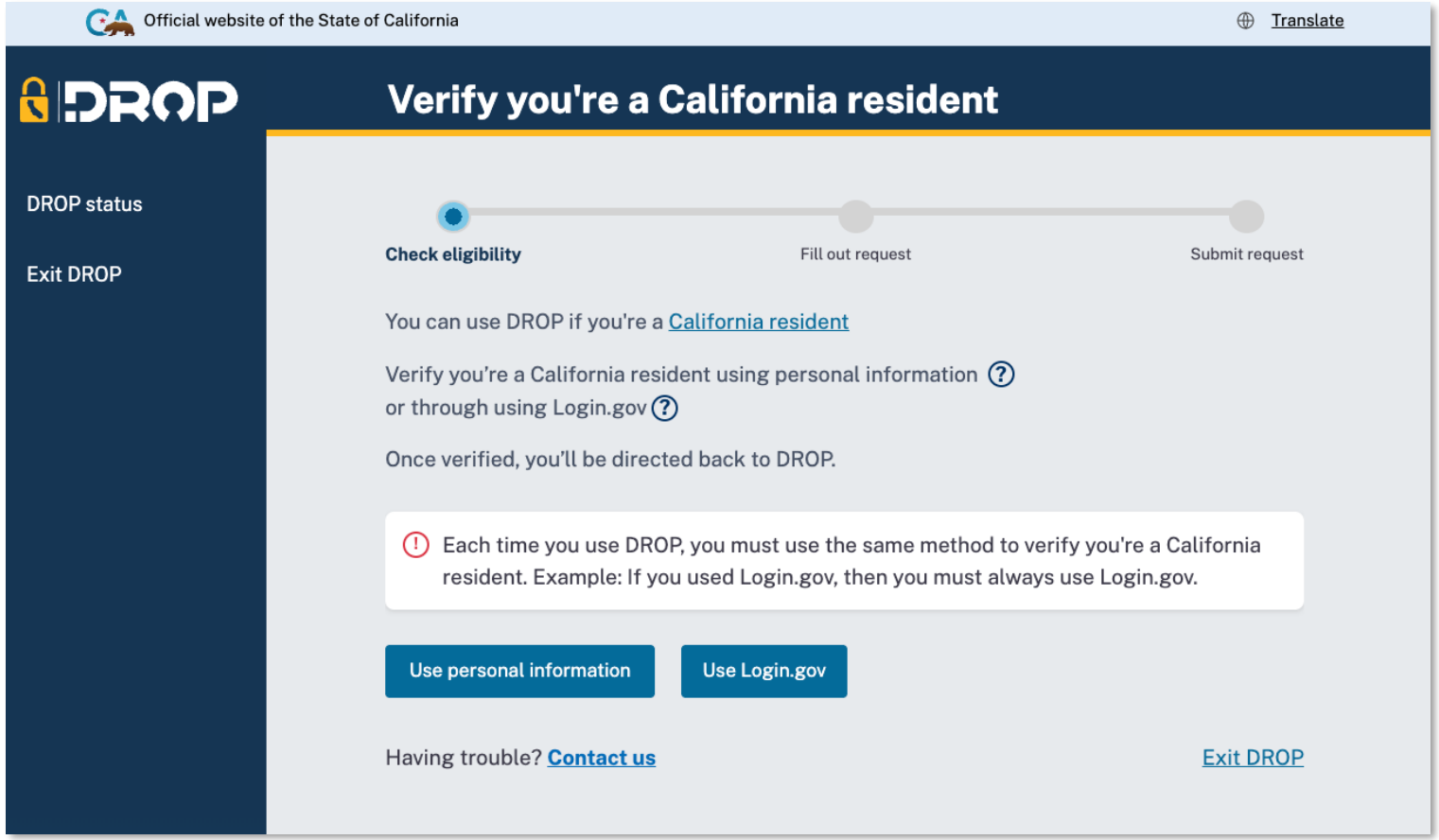
Submit your request

Step 1: Verify your residency



To be eligible to submit a deletion request, you must be a California resident.

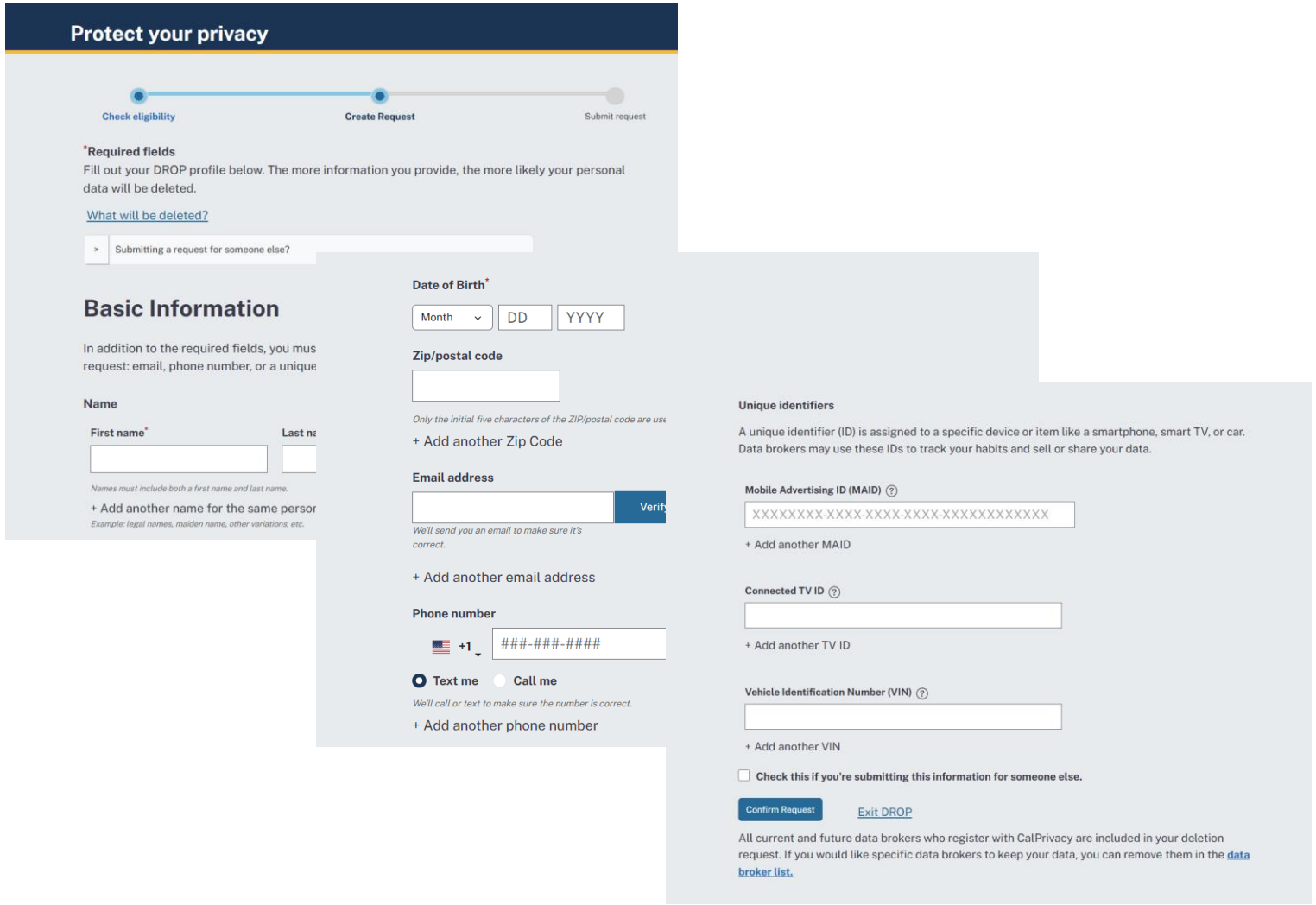
To verify you are a California resident, you can use your personal information or sign in to an existing account with Login.gov.



Step 2: Create your profile

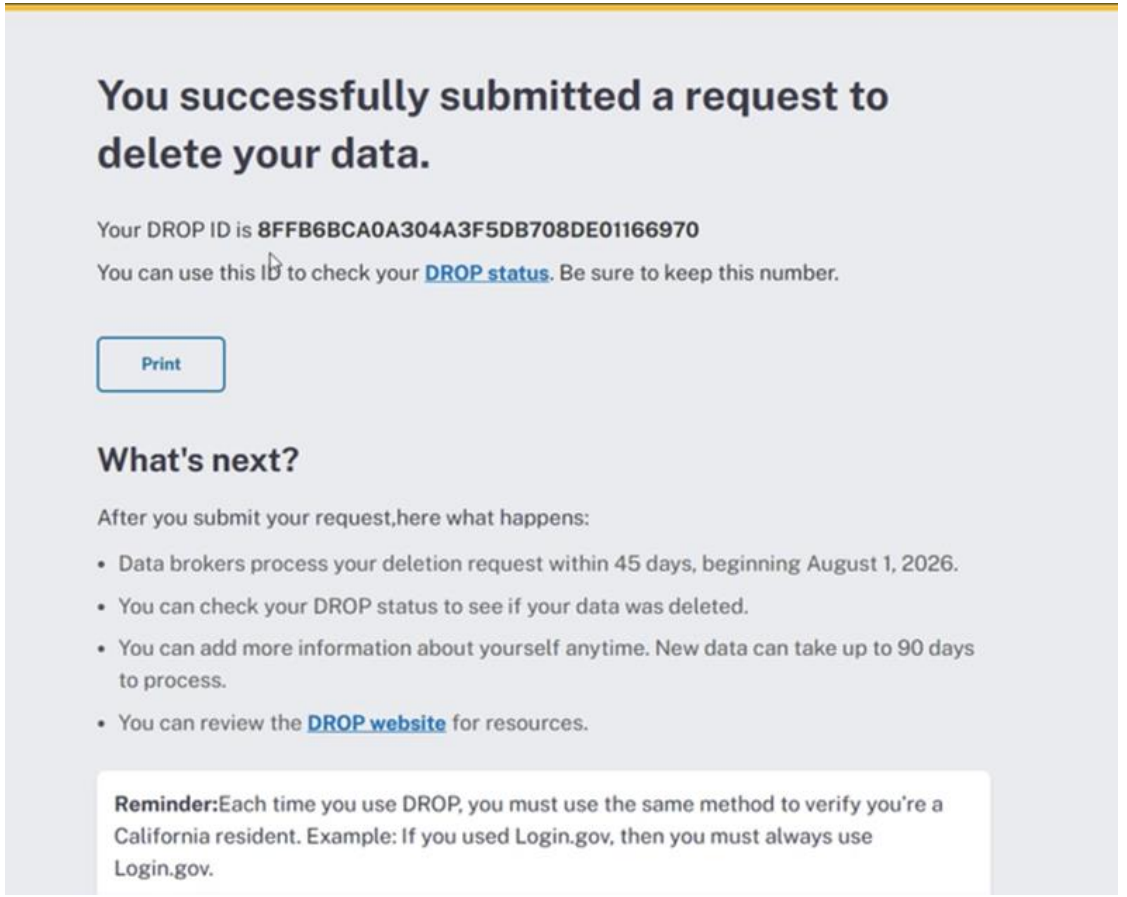
You will create a request by entering some of your data.

Data brokers will compare this information with their records.

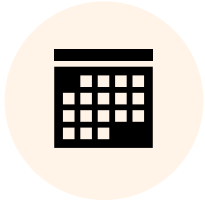


Step 3: Submit your request

Review the data you entered and submit your request. Be sure to save your DROP ID.



What happens next?



Data brokers have begun processing requests



You can check your DROP status using your DROP ID, anytime



You can edit or add more information to your request

YOUR CALIFORNIA PRIVACY RIGHTS

L **Limit** a business's use/disclosure of your sensitive personal information to only certain purposes allowed under the law.

O **Opt-out** of a business's sale and sharing (for cross-context behavioral advertising) of your personal information.

C **Correct** inaccurate information a business has about you.

K **Know** the information the business has collected about you and why they collected, disclosed, sold, or shared it.

E **Equal** treatment by businesses: you can't be discriminated against for exercising your CCPA rights.

D **Delete** personal information businesses and their service providers or contractors have collected from you.

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