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New Privacy Tool to Help Reduce Personal Data Exposure

2026-01-06 - Patrick Huwiler - [Cybersecurity](#)

Team,

We want to make you aware of a new, official privacy resource launched by the State of California that helps individuals reduce their personal data exposure online.

The Delete Request and Opt-Out Platform (DROP) is a state-run service that allows California residents to submit a single request to have their personal information deleted from hundreds of registered data brokers.

Why this matters

Data brokers collect and sell personal information such as names, phone numbers, addresses, and email addresses. This data is often used for targeted advertising, but it can also increase the risk of spam, fraud, phishing, and identity-based attacks.

What DROP provides

- A single, centralized request sent to 500+ registered data brokers
- A government-operated platform focused on privacy and security
- No cost to California residents
- A way to reduce long-term digital footprint and exposure

How to access

You can learn more and access the platform [here](#):

While participation is optional and handled individually, we encourage employees to review this resource and determine whether it may be beneficial for their personal privacy.

If you have questions about privacy, personal data exposure, or related cybersecurity topics, please contact the IT Security team.



CalPrivacy
California Privacy Protection Agency

California Privacy Protection Agency

DELETE REQUEST AND OPT-OUT PLATFORM (DROP)

Take Control of Your Data with **DROP**



Verify California
Residency



Create Your Profile



Submit Your Request



Request Data Deletion & Opt-Out from **500+** Data Brokers

Launching January 1, 2026

Privacy.CA.Gov/Drop



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