



California Delete Act Fact Sheet

What is the Delete Act?

Enacted in 2023, the Delete Act amends California's data broker registration law to add new requirements.

What is DROP?

DROP is the Delete Request and Opt-Out Platform created by the California Privacy Protection Agency.

It is a one-stop shop for California residents to request that California data brokers delete their personal information.

What else do I need to know?

California data brokers have obligations under preexisting law such as registering and providing required disclosures.

KEY DATES

JANUARY 1, 2026

Californians can register and submit deletion requests via DROP

AUGUST 1, 2026

Data brokers begin processing DROP requests

JANUARY 1, 2028

Independent third-party audits must be conducted every 3 years, as of Jan. 1, 2028

KEY REQUIREMENTS

Access DROP at least every 45 days

Process deletion requests within 45 days

Direct service providers and contractors to delete personal information

PENALTIES

\$200 per day for each deletion request not processed

\$200 per day for failing to register