



Delete Request and Opt-out Platform Update

California Privacy Protection Agency

February 27, 2026

Artem Andrusov, Chief of Information Technology
Marissa Rosemlat, Assistant Deputy Director of the Delete Act
Megan White, Deputy Director of Public and External Affairs

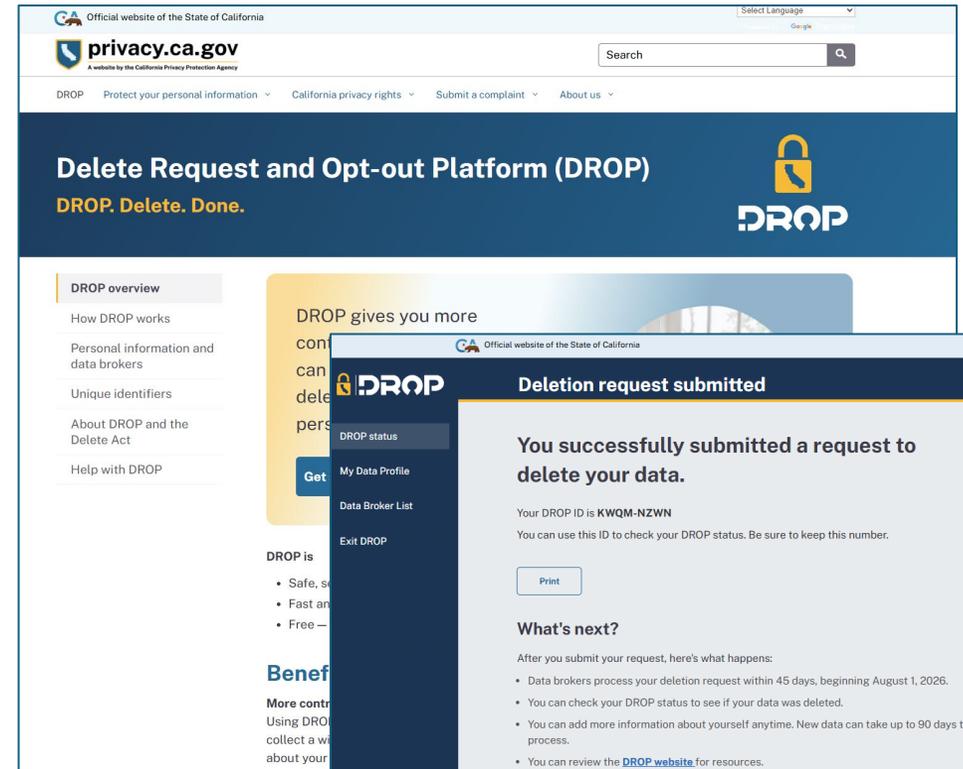
DROP Product Update

- DROP Launch Overview
- DROP Metrics and Insights
- **Looking ahead**

DROP Launch Overview

18,000+

Deletion Requests submitted within 48 hours of launch



DROP Metrics + Insights

200,000+

**Deletion Requests
submitted in
January**

98%

**of consumers are
verified as California
residents**

8 mins

**Average time to
complete DROP
request**

DROP Support

- Ticket volume
- Top issue categories

DELETE ACT IMPLEMENTATION TIMELINE



Oct. 2023
SB 362
signed into
law



Jan. 1, 2024
Data Broker
Registration o
pened



Jul. 1, 2024
Data brokers
must post
new public
disclosures



Jan. 1, 2026
DROP opens
to consumers
+ SB 361
reporting

Aug. 1, 2026
DROP
opens to
Data Brokers

**Every 45
Days**
Data Brokers
must access
the platform

Jan 1, 2028
Data brokers
must undergo
audit every 3
years

Looking ahead

- **Post 2026 Data Broker Registry** on our website
- **Publish API documentation** for Data Brokers who are required to access DROP beginning August 1st to begin processing deletion requests
- **Develop Data Broker sandbox** to enable Data Brokers to begin testing their integration with DROP before the deadline
- **Continue to enhance consumer experience**

DROP IN THE NEWS

