



Annual Public & External Affairs Update

California Privacy Protection Agency
August 7, 2026

Megan White, Deputy Director of Public & External Affairs

HIGHLIGHTS



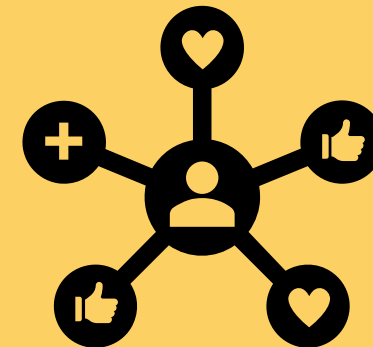
**Paid
Campaign**

DROP

**Launch
of DROP**



Outreach



**Media
Relations**



**Educational
Materials**



**Internal
Comms**

Paid Campaign – Protect What Matters

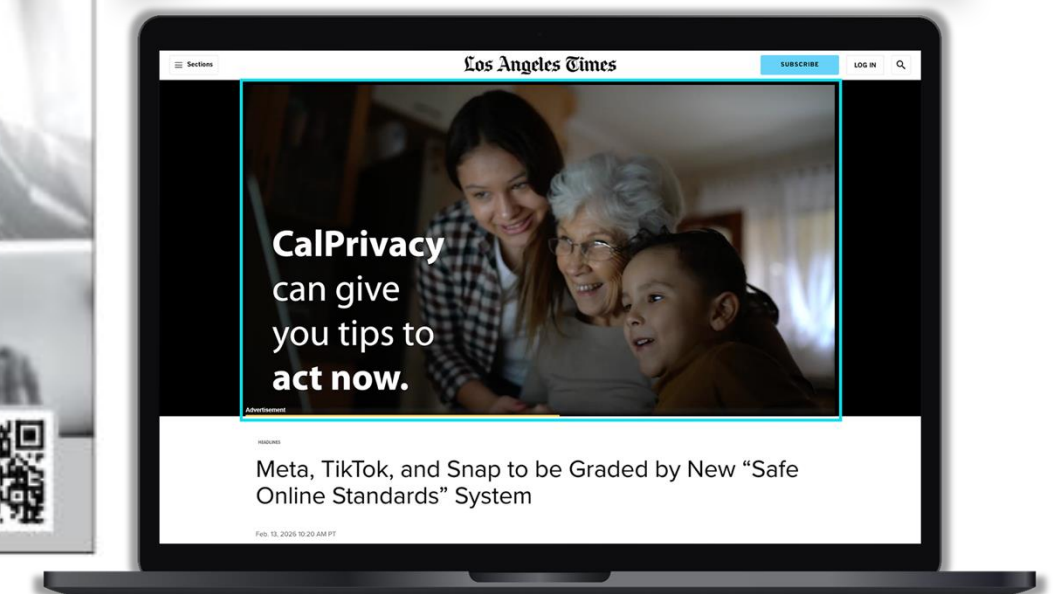


144.4

million impressions
from 7/1/25 – 2/28/26

Tactics:

Paid search, paid social media,
radio, streaming audio/podcast,
digital display, video, OOH, and print

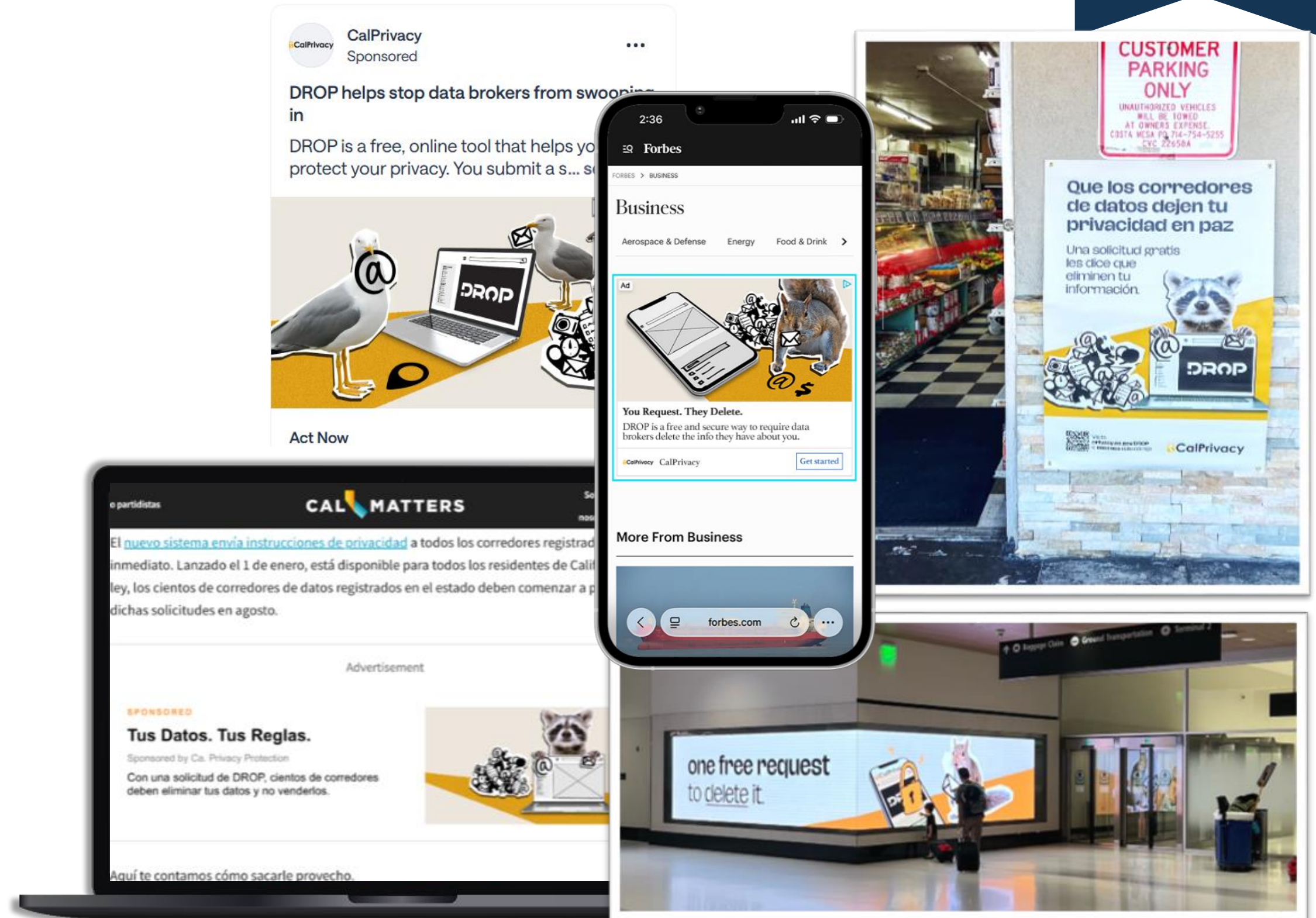


Paid Campaign – Gatherers (DROP)



350+
million impressions
from 1/1/26 – 6/21/26

44.47%
click through rate
on paid search



Paid Campaign – Survey



82%

view CalPrivacy
favorably

85%

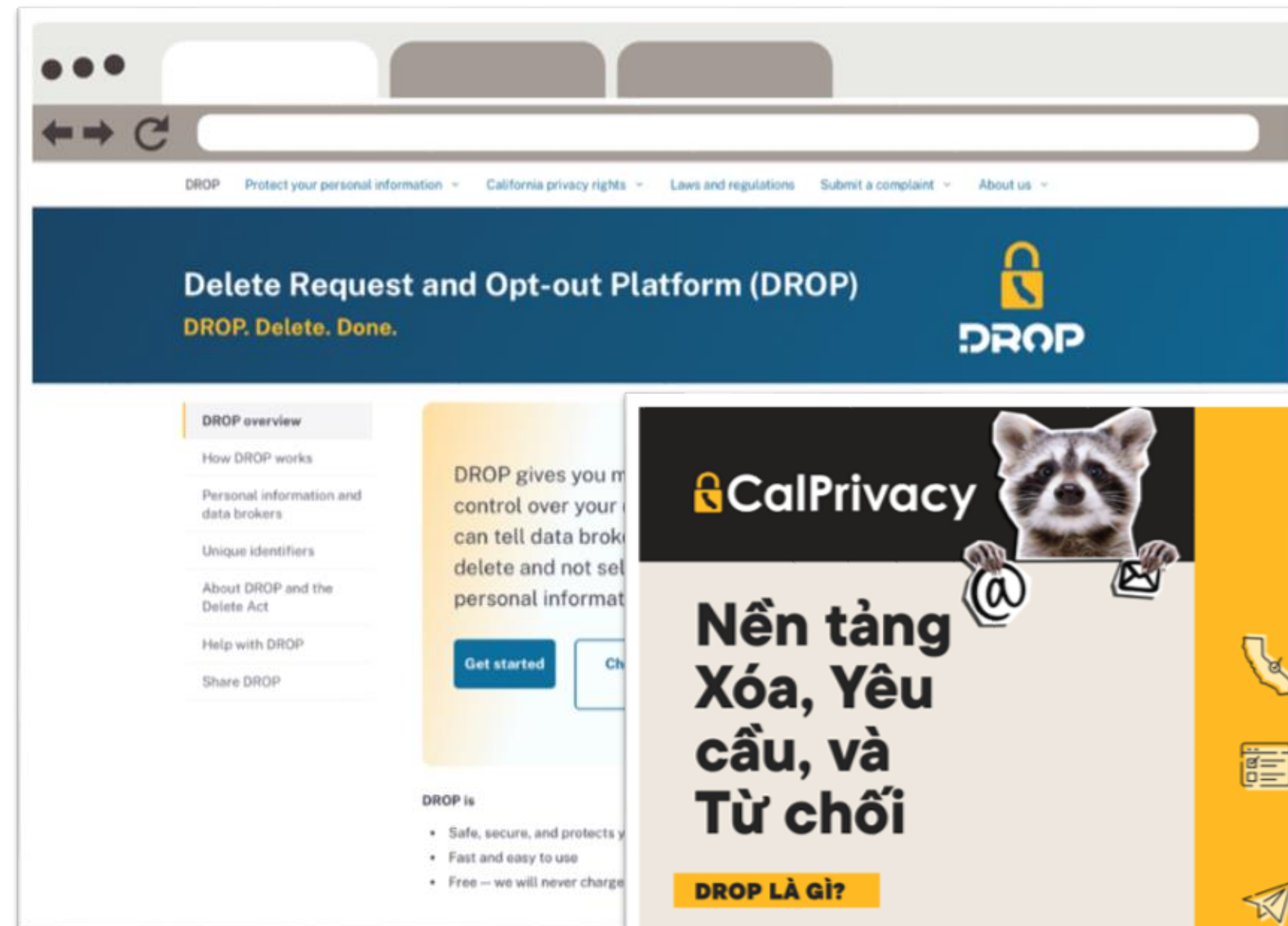
support the creation
of DROP

53%

have exercised
their right to opt-out

LAUNCH OF DROP

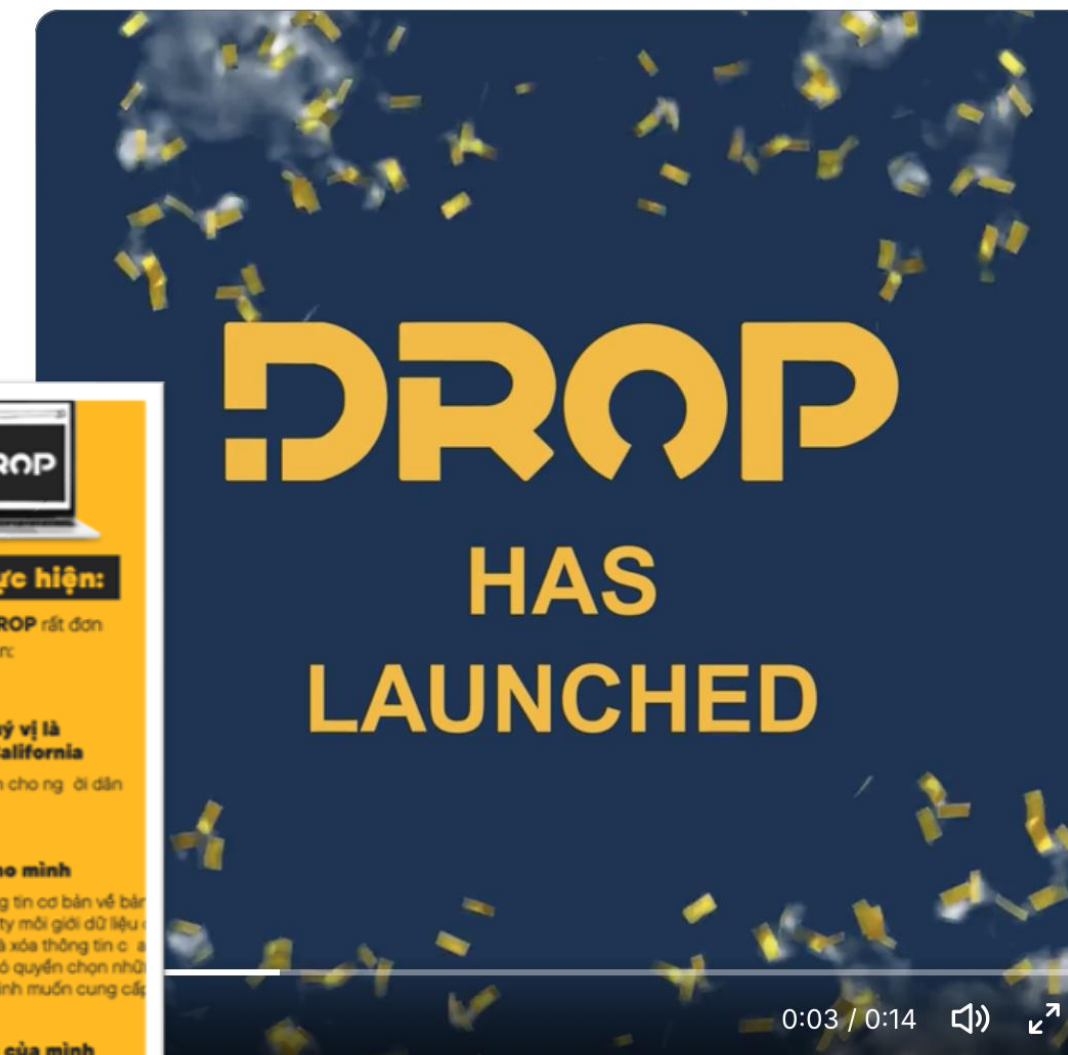
DROP



California Privacy Protection Agency @calprivacy.bsky.social · 5mo

A new year, a new way to protect your data! DROP is live!

Californians can now delete the personal information that data brokers have about them in one easy step by visiting privacy.ca.gov/drop



DROP ROADSHOW

DROP

- **13 events** across California from April 2026–June 2026
- Traditional & Ethnic Media press conferences



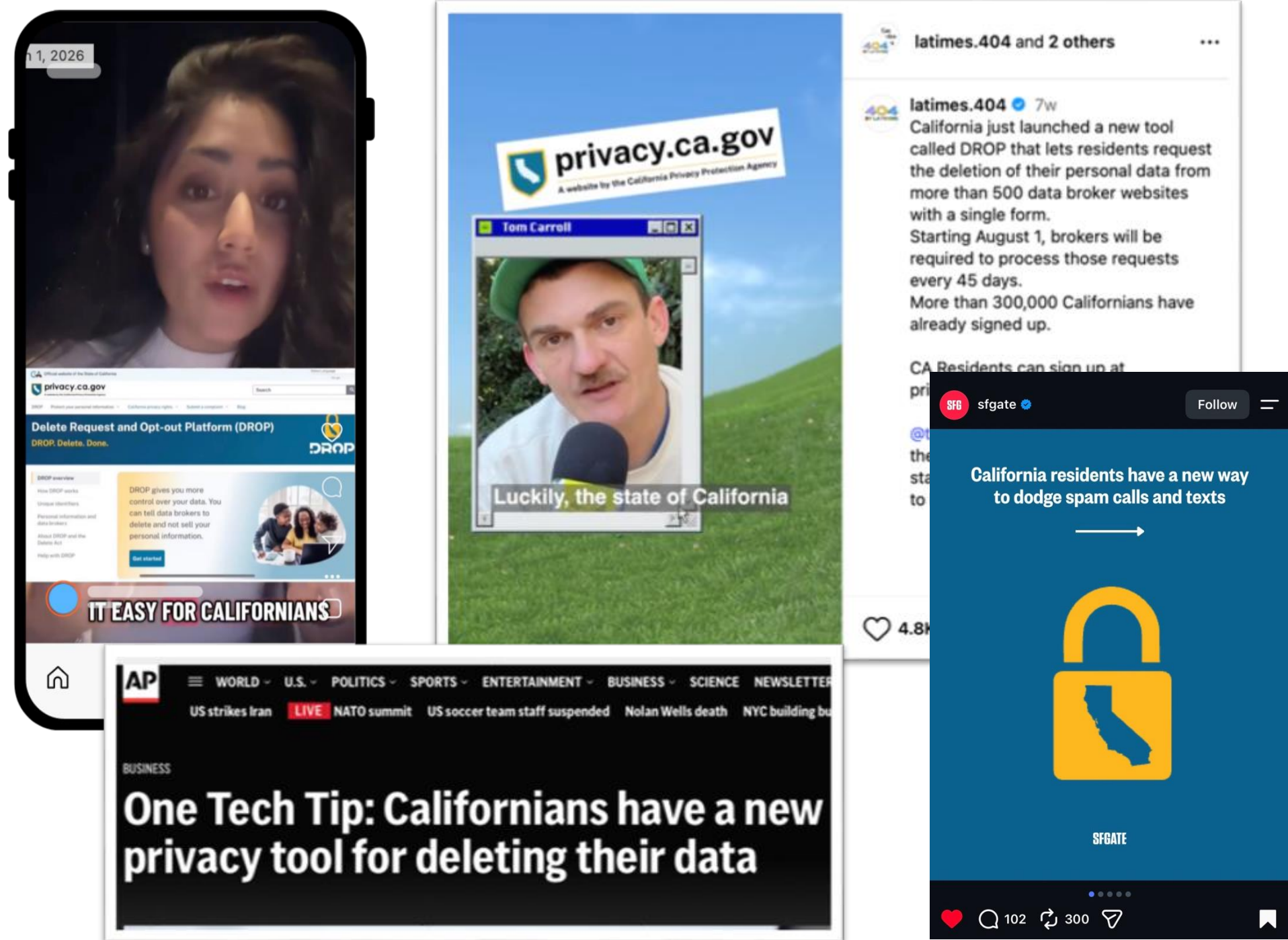
OUTREACH



- **40+** community events
- **50+** speaking events



NEWS COVERAGE – DROP



NEWS COVERAGE

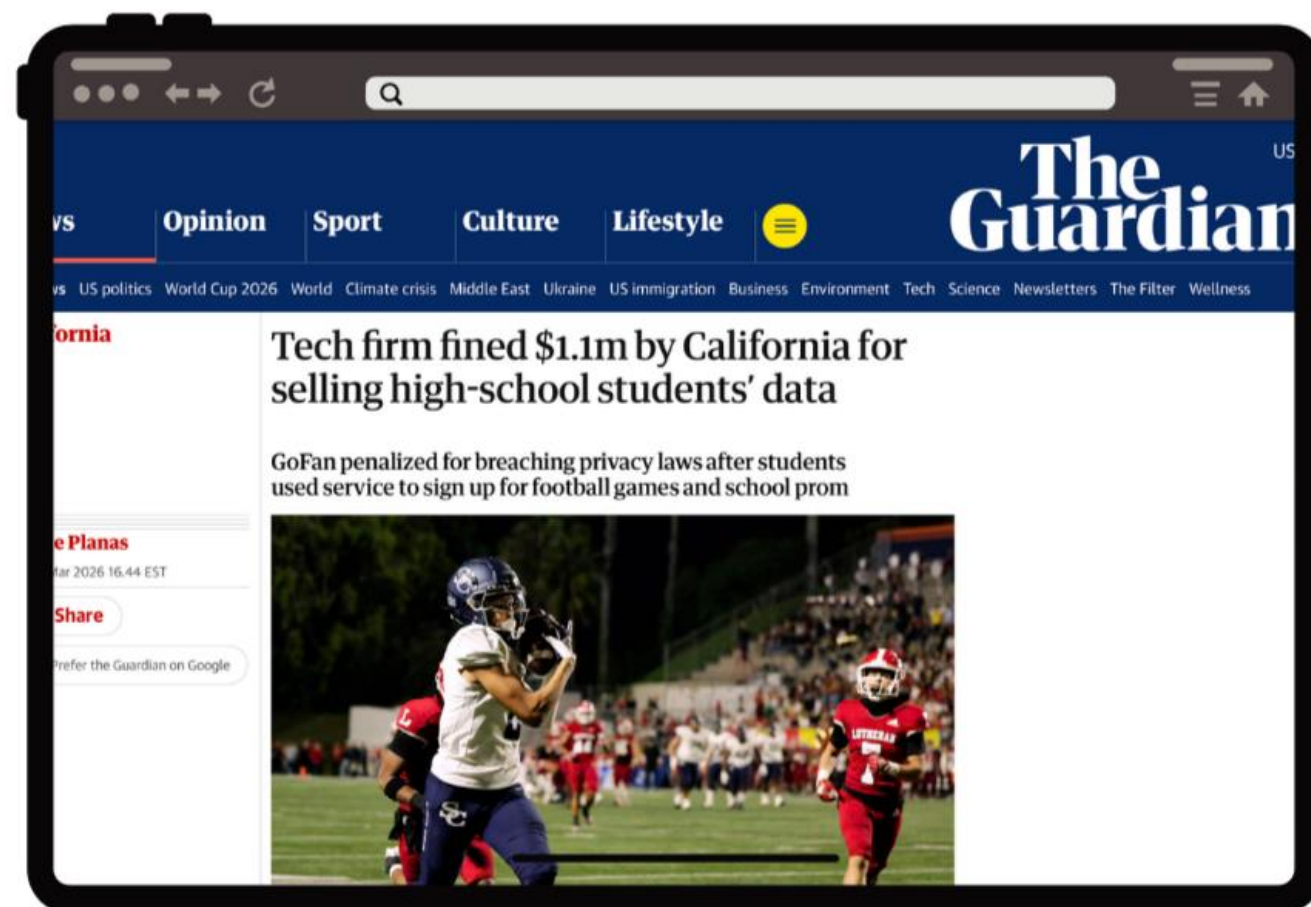


30

press releases
since July 2025

20+

podcast
appearances



**California privacy enforcement in
2026: A discussion with
CalPrivacy's Tom Kemp**



General Motors to pay \$12.75 million in driver data privacy settlement

General Motors agreed to pay \$12.75 million after California accused the company of collecting and selling drivers' location and driving behavior data.



EDUCATIONAL MATERIALS



- Information about DROP translated into 11 languages + braille
- Annual report 2025



1. Risk Assessments

Businesses must conduct a risk assessment before starting several activities, like processing sensitive personal information, selling/sharing personal information, and using or training certain automated technologies.

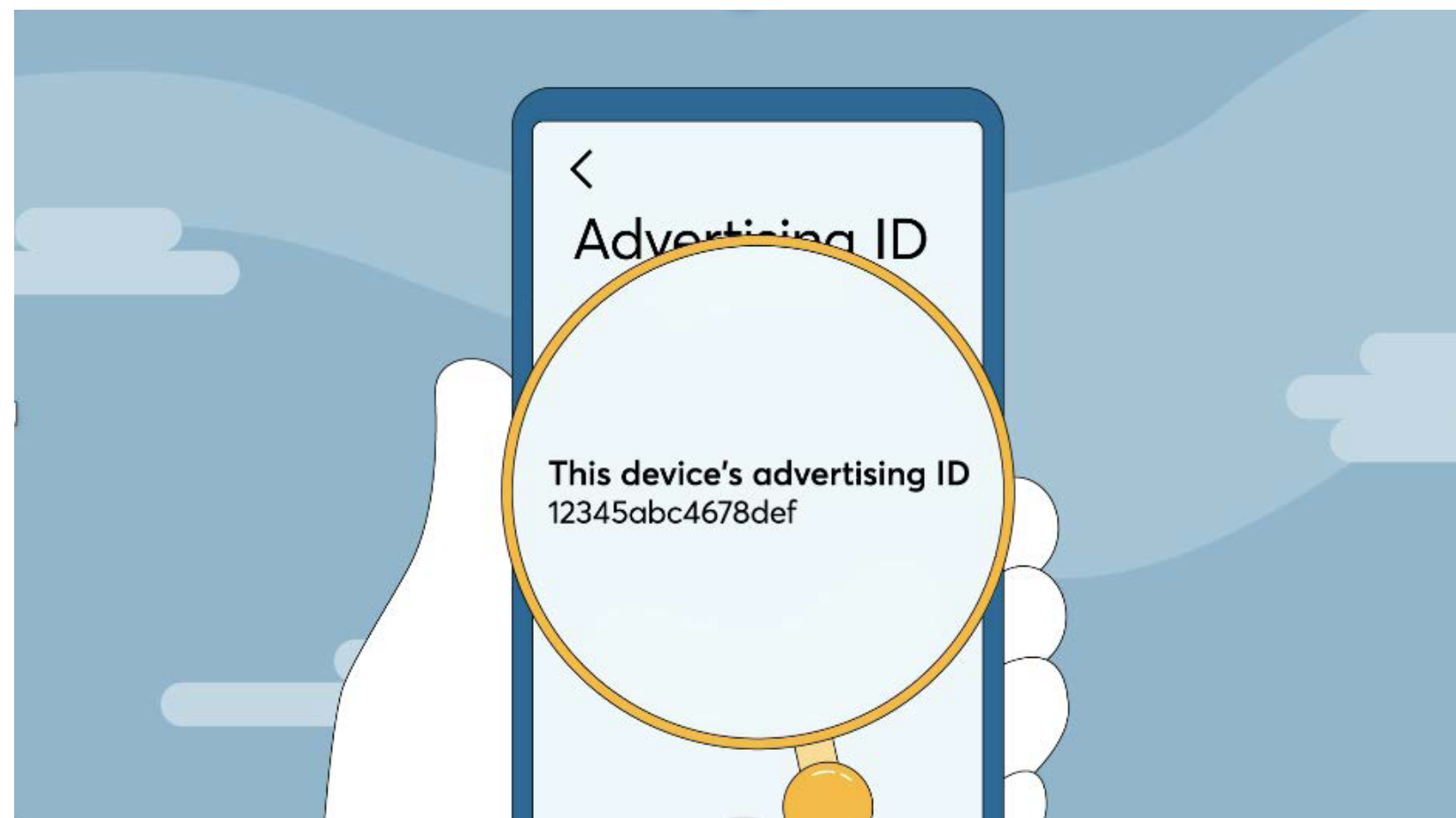
2. Requests to Opt-out of Selling/Sharing

Businesses must provide a way for consumers to confirm the status of their opt-out request, including requests submitted through opt-out preference signals.

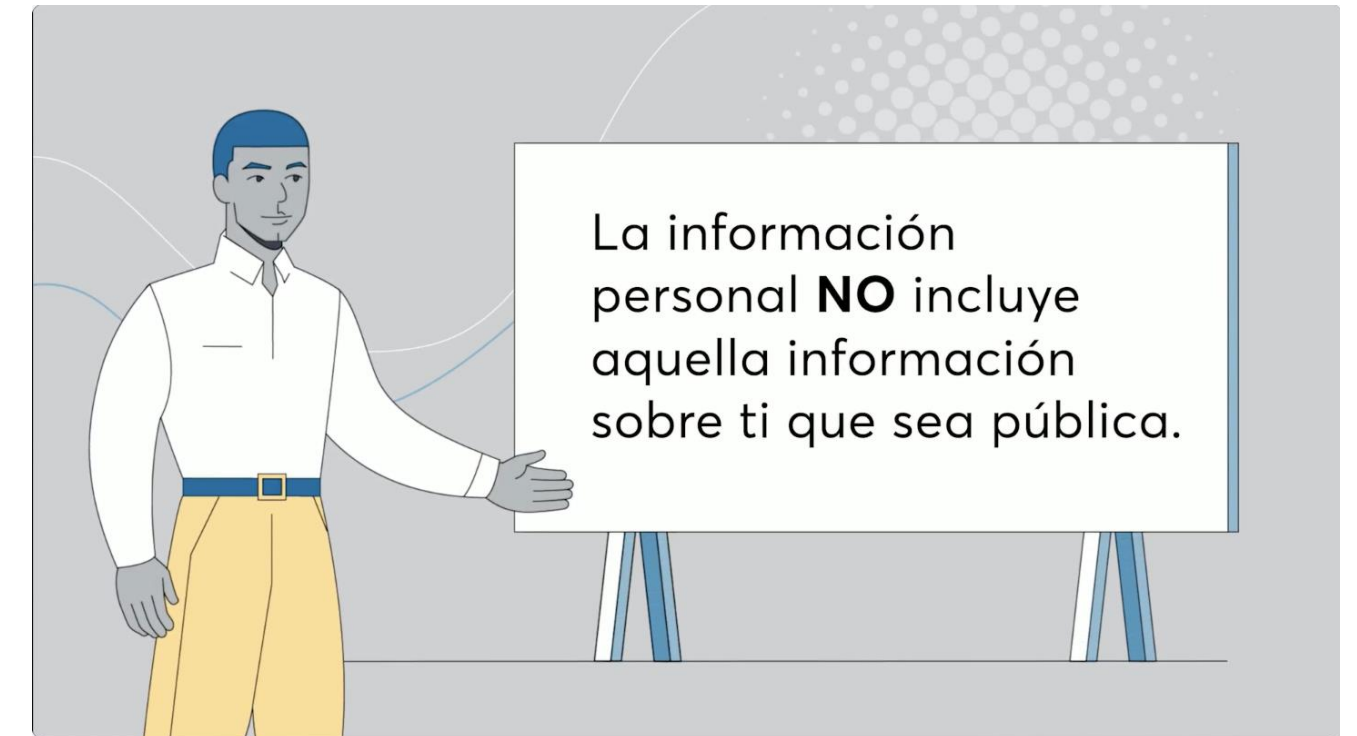
3. Requests to Know



Educational Materials – Videos



Mobile Advertising ID: watch on YouTube

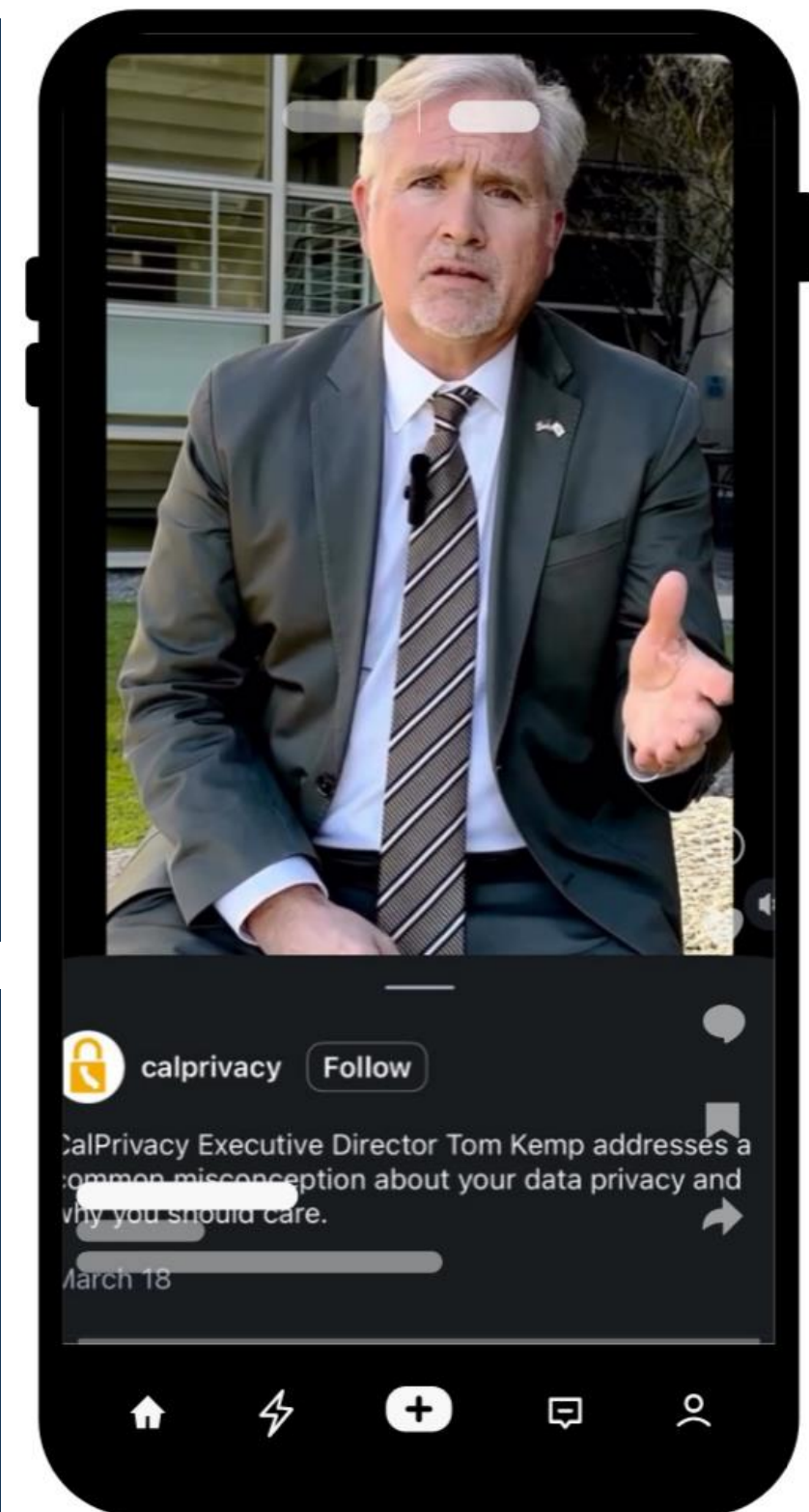


Educational Materials – Social media



“CalPrivacy supports efforts to establish strong federal privacy protections, but states must retain their long-standing ability to build upon federal protections on behalf of their residents. This bill is not a real step forward for privacy, as it seeks to eliminate existing rights and protections. It would leave tens of millions of Americans less protected than they are today.”

Tom Kemp
Executive Director, California Privacy Protection Agency



INTERNAL COMMS



- CalPrivacy Insights
- CalPrivacy Update newsletter
- Engagement Committee



DROP Sign-Ups Pass 300,000 as Data Broker Registry Hits New Record

More than 300,000 Californians have now signed up for [DROP](#), an important milestone reached just five months after launch. We also updated the Data Broker Registry, which now includes 581 registered data brokers.

LOOKING AHEAD

Enabling OOPS

Delete Week

External Newsletter

DROP Digest

THANK YOU

