



Data Broker Delete Requests and Opt-Out Platform (DROP)

Virtual Preliminary Stakeholder Session

June 26, 2024

PLEASE NOTE:

Senate Bill 362 (known as the “Delete Act”) authorizes the Agency to make rules to help implement and administer the law. The Agency has not yet drafted regulations about the accessible deletion mechanism, which comes into effect on January 1, 2026.

This session is intended to gather early stakeholder input about the Delete Request and Opt-Out Platform (DROP) and hear your thoughts about policy, technical, and consumer access considerations.

This presentation does not implement, interpret, or make specific the law enforced or administered by the Agency and is not legal advice. Businesses should consult the statute, in-effect regulations, and/or an attorney before taking any action to ensure compliance with the law.

WHO WE ARE

California Privacy Protection Agency (CPPA or Agency) was established in 2020 with the mission to protect consumer privacy, ensure consumers and businesses are well-informed about their rights and obligations, and vigorously enforce the California Consumer Privacy Act (CCPA).

THREE KEY ROLES OF THE AGENCY



Rulemaking



**Promoting public
awareness**



**Auditing and
Enforcement**

WHAT IS A “DATA BROKER”?

A **data broker** is a business that you don't directly interact with, but that buys and sells information about you from other businesses.

SB 362 - THE DELETE ACT

WHAT IS THE DELETE ACT?

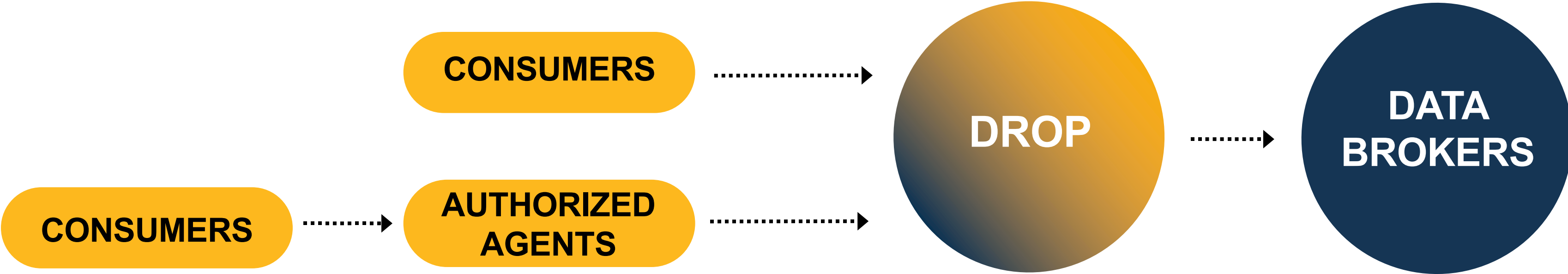
- ◆ Accessible Deletion Mechanism (DROP)
- ◆ Data Broker Registry

SB 362 - THE DELETE ACT

WHAT IS THE “ACCESSIBLE DELETION MECHANISM”?



HOW WOULD IT WORK?



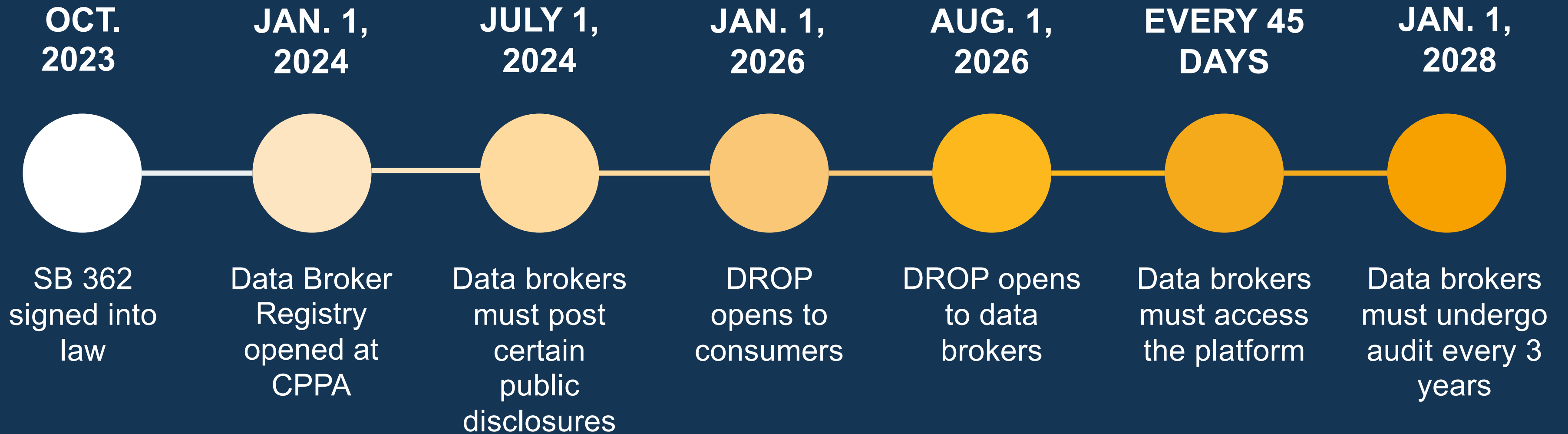
FEATURES OF THE DATA BROKER DROP

- ◆ Free to use.
- ◆ Secure and privacy-protecting.
- ◆ Single, verifiable request to the data brokers you choose.
- ◆ Verifies the status of the consumer's request.
- ◆ Accessible and usable by consumers with disabilities.
- ◆ Allows the customer to change their request after 45 days.

DATA BROKER REQUIREMENTS

- ◆ Register (which includes paying registration fee) annually.
- ◆ Process deletion/opt-out of sale and sharing requests.
- ◆ Pay for the access to DROP.
- ◆ Update mandatory public disclosures July 1 every year to report about the previous year activity.
- ◆ Undergo an independent audit every three years starting January 1, 2028.

TIMELINE



THE RULEMAKING PROCESS

1

Step 1:
Preliminary
Rulemaking

2

Step 2:
Formal
Rulemaking

3

Step 3:
Review by Office of
Administrative Law

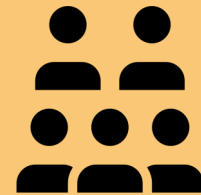
TIPS FOR PARTICIPATING IN THE RULEMAKING PROCESS



SUBSCRIBE TO THE AGENCY'S EMAIL LISTS

Receive notifications about rulemaking activities and upcoming board meetings.

<https://cppa.ca.gov/webapplications/apps/subscribe/>



ATTEND BOARD MEETINGS AND PUBLIC HEARINGS

Agendas and recordings of past meetings/hearings can be found on our website.

<https://cppa.ca.gov/meetings/>



SUBMIT PUBLIC COMMENTS

Submit electronically, in writing, or orally during formal rulemaking.

Tips:

https://cppa.ca.gov/regulations/pdf/comments_tips.pdf

PUBLIC COMMENT

