

DROP's First 12 Weeks: What Healthcare Marketers Need to Know

A one-page guide* to working with data partners under California's Delete Request and Opt-out Platform (DROP)

Background: How DROP Works

One request. CA residents file one deletion request and every registered data broker must act on it.

Delete & stay deleted. A match means the broker deletes the data and screens new records so it isn't sold again.

Brokers may pass requests on. Buyers of healthcare professional (HCP) data hear about it from their data partners and terms differ by contract.

\$200 per request, per day. The fine per missed deletion.

THE DROP CYCLE

- 1 A CA resident files a request
- 2 Broker retrieves the list
- 3 Broker matches and deletes
- 4 Broker reports status to state

Four Actions to Take Back *Steps for buyers of HCP Data*

01

Work with trusted partners

Vet partners for legal compliance (data broker registration) and look for trust signals such as [NAI membership](#).

02

Learn how requests arrive

Be ready to process deletion requests forwarded by your data partners, with a workable pipeline that covers format, timing, and window to act.

03

Assign an owner

Make one person accountable for managing the pipeline and the legal/compliance workflow around it.

04

Get it in writing

Enter into a DPA with each partner to document how data transfers and compliance obligations are handled.