# Data Privacy: A Shield Against Fraud for Older Californians

CalPrivacy

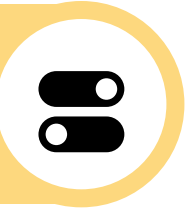
privacy.ca.gov

# PROTECT YOUR PRIVACY

PERSONAL INFORMATION: HOW IT IS COLLECTED AND USED



OPT-OUT PREFERENCE SIGNALS



DROP



PRIVACY TIPS



# WHAT IS PERSONAL INFORMATION?

- Name
- SSN, driver's license or state ID
- Email address
- Financial account credentials
- Purchase history
- Browsing history
- Genetic data or biometrics
- Location data
- Racial or ethnic origin, citizen or immigration status

# Why do businesses collect your personal information?




To serve you targeted ads and other personalized services



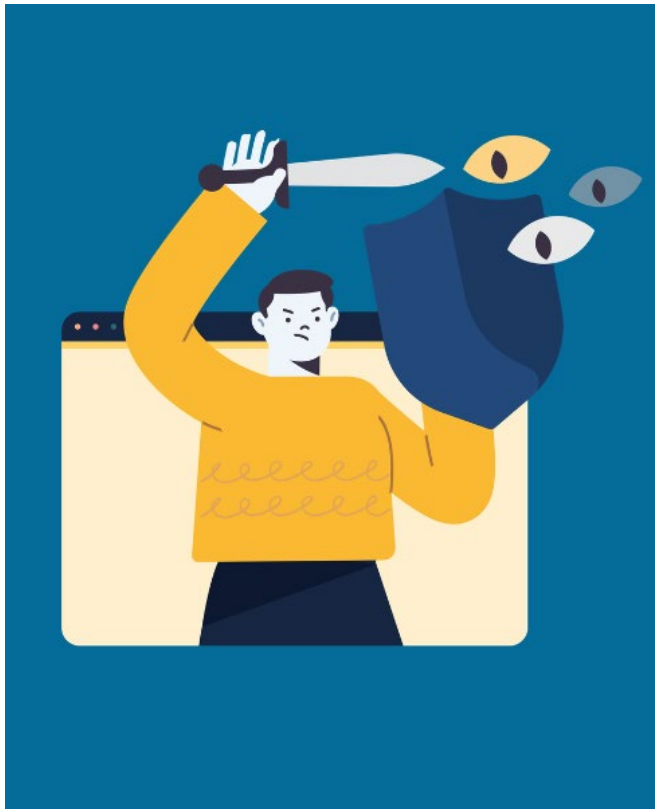
To track your purchasing and spending habits



To sell it to other companies

# LIMIT WEBSITE TRACKING

- Delete browsing data and 3rd party cookies
- Click the link or use the banner to opt-out
- Use an opt-out preference signal



# OPT-OUT PREFERENCE SIGNALS

- OOPS automatically tells websites: don’t sell or share my personal information
- Businesses are required to honor OOPS



Set up your opt-out preference signal at globalprivacycontrol.org

# What is a data broker?

A **data broker** is a business that knowingly collects and sells to third parties the personal information of a consumer with whom the business does not have a direct relationship.

Data brokerage is a multi-billion-dollar industry.

Data brokers range from small businesses to large corporations.



# Concerns regarding data brokers



Massive quantities of **sensitive, personal information** held with hundreds of brokers, increasing risk of data breaches



Most **consumers do not know** this collection and sale is happening



This data gets **sold** to many other entities, including entities that could use your data in ways you may not want it to be used

LILY HAY NEWMAN SECURITY JUN 16, 2025 10:24 PM

# Minnesota Shooting Suspect Allegedly Used Data Broker Sites to Find Targets' Addresses

The shooter allegedly researched several "people search" sites in an attempt to target his victims, highlighting the potential dangers of widely available personal data.



NEWS POLICY TECH

# A major data broker hack may have leaked precise location info for millions

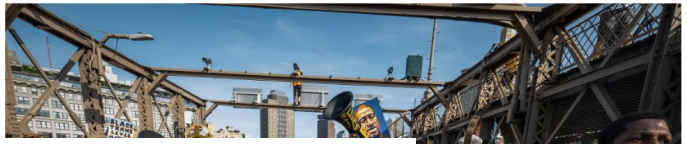
/ Broker Grav
company the
ban in Decen
breach late la

by Wes Davis
Jan 13, 2025, 8:10 AM PST

6

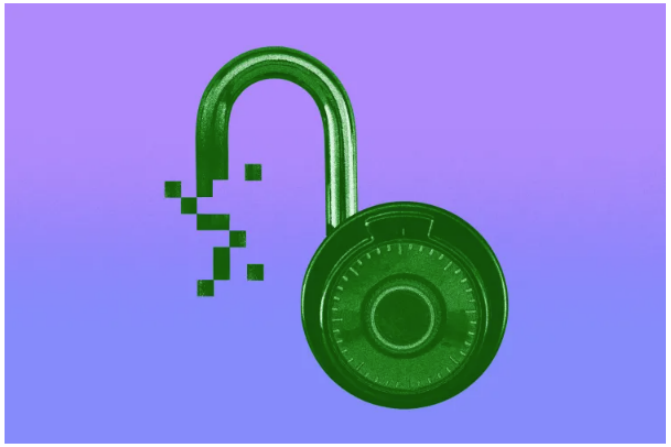
## FTC Says Data Brokers Unlawfully Tracked Protesters and US Military Personnel

The FTC is targeting data brokers that monitored people's movements during protests and around US military installations. But signs suggest the Trump administration will be far more lenient.



NEWS TECH SECURITY

# LexisNexis leaked social security numbers and other personal data of over 364,000 people



Cath Virginia / The Verge | Photo: Getty Images

/ The data broker says an 'unauthorized third party' accessed its records in December.

by Emma Roth
May 28, 2025, 9:44 AM PDT

4 Comments (All New)

## FBI is buying data that can be used to track people, Patel says

This is the first confirmation that the FBI has resumed actively buying people's data for investigations.



"We do purchase commercially available information that's consistent with the Constitution and the laws under the Electronic Communications Privacy Act, and it has led to some valuable intelligence for us," Kash Patel said. | Francis Chung/POLITICO

# DATA CAN BE WEAPONIZED BY CRIMINALS



**Consumer profiles**



**Fake Identities**



**Phishing & phone scams**

**Some data brokers are careless about selling your information.**

DROP allows you to **request the deletion** of your **personal information** from all registered **data brokers**.

Scan the **QR code** to the right or go to the **link below** to get started.

**Sign up at privacy.ca.gov/DROP**

CalPrivacy just launched DROP – the **Delete Request and Opt-Out Platform.**



# How it works

**STEP 1**



Verify your eligibility

**STEP 2**



Create your profile

**STEP 3**



Submit your request

# What happens next?

- Data brokers have 45 days to process your deletion request
- You can check your DROP status using your DROP ID, anytime
- You can edit or add more information to your request

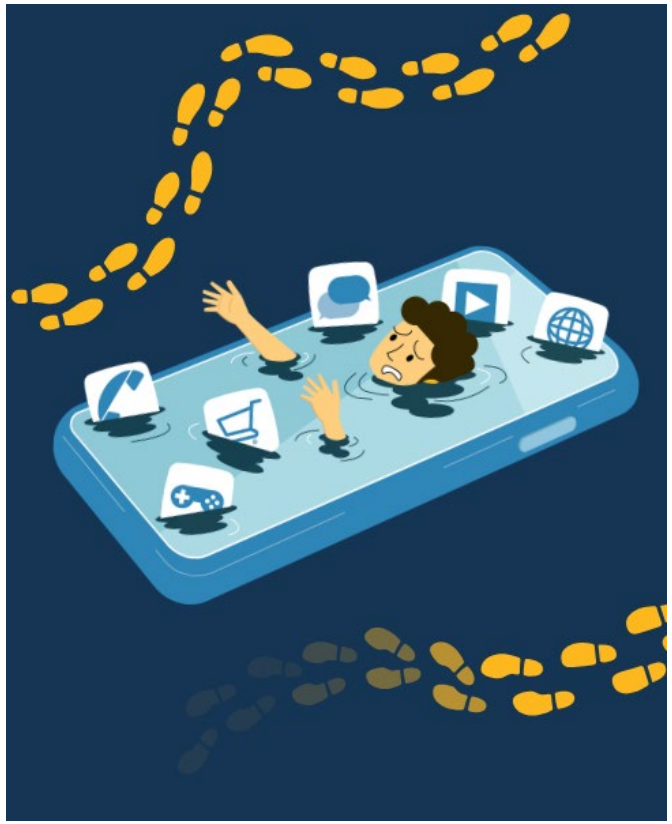
# TOP PRIVACY TIPS



**Visit privacy.ca.gov for details and more tips.**

# LIMIT MOBILE DEVICE TRACKING

- Turn off tracking and personalized ads
- Adjust app permission settings
- Opt-out of sale and sharing in the app



# YOUR CALIFORNIA PRIVACY RIGHTS

| L | O | C | K | E | D |
|---|---|---|---|---|---|
| Limit | Opt-out | Correct | Know | Equal | Delete |

# MY RIGHTS HAVE BEEN VIOLATED. WHAT DO I DO?

If your privacy rights have been violated, you can file a complaint with CalPrivacy.



**privacy.ca.gov/complaints**

CalPrivacy – privacy.ca.gov

# Thank you

CalPrivacy