

Adriana Beach Quoted in Law360 on California's New Data Deletion Platform

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Benesch Of Counsel [Adriana Beach](#) was featured in *Law360* in the article, "Novel Calif. Data Deletion Tool Off To Hot Start, Director Says."

The article examines California's newly launched Delete Request and Opt-out Platform (DROP), a first-of-its-kind system created under the state's Delete Act that allows consumers to request deletion of personal data from registered data brokers through a centralized mechanism.

Beach highlighted the broader regulatory impact of the platform, noting:

"What makes DROP really novel and revolutionary is that it establishes this cohesive system that not only enables individuals to exercise certain rights that they couldn't before, but it also requires data brokers to be forward-looking and ensure they're not collecting or selling data from consumers once they've deleted those individuals' data."

The article explores how DROP is reshaping compliance expectations for data brokers and signals a more proactive, forward-looking approach to consumer privacy enforcement.

More: [Novel Calif. Data Deletion Tool Off To Hot Start, Director Says - Law360](#)