



Outlook

Fw: California Privacy Protection Agency Contact Form - Confirmation - General Inquiries

From Jacob Brint <jacob@calretailers.com>**Date** Fri 11/7/2025 8:50 AM**To** Sarah Pollo <Sarah@calretailers.com>

Morning Sarah,

Here is the email I received from the CPPA after using their contact form. It includes a copy of my comment.

Best,

Jacob Brint

Legislative and Regulatory Manager

California Retailers Association

1121 L Street, Suite 607

Sacramento, CA 95814

O: (916) 443-1975

C: (916) 757-8726

[Jacob@calretailers.com](mailto:jacob@calretailers.com)

From: no_reply@dca.ca.gov <no_reply@dca.ca.gov>**Sent:** Thursday, November 6, 2025 10:57 AM**To:** Jacob Brint <jacob@calretailers.com>**Subject:** California Privacy Protection Agency Contact Form - Confirmation - General Inquiries

California Privacy Protection Agency

Hello,

Thank you for contacting the California Privacy Protection Agency.
We have received your contact form with the details provided and
will respond to your request.

Reason

- **California Privacy Protection Agency**
General Inquiries
400 R Street, Suite 350
Sacramento, CA 95811

Name

- Jacob Brint

Email Address

- jacob@calretailers.com

Message

- Hello, I represent the California Retailers Association and am reaching out on behalf of our member companies with concerns regarding the current presentation of information on the Delete Request and Opt-out Platform (DROP) webpage. While we appreciate the Agency's efforts to empower consumers through transparency and privacy tools, we believe the FAQ-style section titled "Why submit a DROP request?" (available at <https://privacy.ca.gov/drop/>) presents a one-sided view of data deletion. The current language emphasizes consumer control without acknowledging that deletion of certain data may impact access to personalized services, product availability, or customer experience. The statute requires disclosure, but it was intended to be balanced—informing consumers not only of their rights but also of the potential trade-offs. We respectfully request that this section be revised to reflect a more neutral tone and include context about how data supports service delivery. Best,
Jacob Brint California Retailers Association