

Aaron Burstein and Céline Guillou Quoted in Privacy Daily

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Partner [Aaron Burstein](#) and Special Counsel [Céline Guillou](#)'s recent Ad Law Access blog post, "[Getting Ready to Use the DROP](#)" was featured in *Privacy Daily*. The article, "Complying with California DROP Required 'Careful Planning,' Lawyers Say," discusses the new California Delete Request and Opt-out Platform (DROP), which, starting August 1, 2026, will require registered data brokers to use the platform to honor consumer requests to delete personal information.

"Implementing the DROP will require careful planning and execution, requiring data brokers to have full visibility into their data lineage and internal architecture and robust recordkeeping practices to meet the [California] Delete Act's rigorous standards," Aaron and Céline said.

Read the full article [here](#). Subscription required.