

Aaron Burstein Quoted in Privacy Daily on California's DROP Compliance Deadline

Aaron J. Burstein

July 29, 2026

Partner [Aaron Burstein](#) was quoted in the *Privacy Daily* article, "CalPrivacy Head Says DROP Will Be Ready for Data Brokers Aug. 1." The article explores California's Delete Request and Opt-Out Platform (DROP) and the significant compliance obligations facing data brokers ahead of the August 1 deadline.

Aaron noted that DROP is "really different in kind from the way that consumers have made requests in the past," highlighting the substantial operational changes companies have had to make to process centralized deletion requests. He also emphasized the potentially steep penalties for noncompliance, noting that fines can reach "the millions and beyond very quickly" when applied across large numbers of consumer requests.

Read the full article [here](#).