

911 Public Safety Newsletter

March 2026

Protect your personal data with DROP

Protect Your Personal Data with California's DROP Program

Delete Request and Opt-Out Platform

What is DROP?
Launched January 1, 2026, the DROP program lets Californians delete their personal data from 500+ data brokers with one simple request.

How It Works:

- Verify Residency
- Create a Profile
- Submit Your Request

Data Brokers

90-Day Deletion Timeline
Effective August 1, 2026

Learn More & Take Control:
 Protects Your Privacy
 Reduces Identity Theft & Spam

Learn More & Take Control:
 Visit: privacy.ca.gov/drop

Overview of the DROP Program

California has launched a new privacy initiative called the DELETE Request and Opt-Out Platform (DROP), created by the California Privacy Protection Agency to help residents protect their personal information. Launched on January 1, 2026, DROP enables residents to limit the sale and sharing of their personal data.

How It Works

The state-run program allows Californians to request deletion of their data from more than 500 registered data brokers through a single request, eliminating the need to contact each company individually.

Eligibility is limited to California residents and is verified through the California Identity Gateway. The process involves confirming residency, creating a basic profile, and submitting one deletion request that is automatically sent to participating data brokers. Beginning August 1, 2026, brokers must process requests within 90 days.

Benefits: Enhanced privacy protection: Reduces exposure to identity theft, data misuse, and unwanted solicitations by limiting the sale of personal information.

Conclusion

The DROP program marks a major advancement in consumer privacy protections in California, offering residents a simple and effective way to take control of their personal data. To learn more, visit the official DROP website at privacy.ca.gov/drop.

January-December 2025 Citywide Crime Statistics

From the National Incident-Based Reporting System (NIBRS)

INCIDENT-BASED REPORTING OFFENSES	2025 YTD total	2024 YTD total	Raw # Change	Percent Change
Homicide	3	2	+1	+50%
Rape	37	38	-1	-3%
Aggravated Assault	200	187	+13	+7%
Robbery	73	113	-40	-35%
Burglary	198	234	-36	-15%
Larceny (Theft)	1797	1981	-184	-10%
*Shoplifting	930	855	+75	+9%
* Theft from Vehicle <small>(including parts and Accessories)</small>	304	429	-125	-29%
Motor vehicle theft	128	176	-48	-27%
Arson	45	28	+17	+61%

Unofficial stats. Totals subject to change.
*Shoplifting and Theft from Motor Vehicle are notable subcategories of Larceny Theft.

Upcoming events



Neighborhood clean-up events

Time: 8 a.m.-2 p.m.

Date:

April 11 Bridgeway Church,
8150 Industrial Avenue

April 25 Bridgeway Church,
8150 Industrial Avenue

May 9 St. John's Church,
2351 Pleasant Grove Blvd.

May 30 Saugstad Park, 100 Buljan Drive

This complimentary spring clean-up event is organized by the City of Roseville and the Roseville Coalition of Neighborhood Associations (RCONA).

[See this list for unacceptable items.](#)



National Drug Take-Back Day

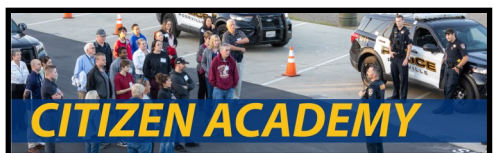
Time: 10 a.m.-2 p.m.

Date: Saturday, 4/25

Locations:

- Roseville High School, [1 Tiger Way](#)
- Sun City, [7050 Del Webb Blvd.](#)

Dispose of unused or expired medication securely at our next free take-back day. Sharps will not be accepted. For more information on what will be accepted, visit Roseville.ca.us/DrugTakeBack.



Spring Citizen Academy

Time: 4 p.m.—7 p.m.

Date: 5/18 - 5/28 (M-Th)

Location: Roseville Police Dept.
1051 Junction Blvd.

Students will listen to classroom instruction and engage in interactive presentations. Register on our [website](#) by searching "Citizen Academy."

Registration will open on 3/2. Class size is limited, so register early.



designed to steal your personal and financial information.

These scams typically begin with a message that appears to come from the IRS or a state tax agency, claiming your refund has been "processed" or "approved." That's a red flag. The FTC warns that government tax agencies do **not** notify people about refunds this way. The message may ask you to "verify your identity" or "confirm payment details" by clicking a link and entering sensitive information such as your Social Security number or bank account details.

If you receive a message like this, the FTC recommends you:

- **Know how tax agencies really communicate.** The IRS and state tax

offices will not contact you by text, email, or social media to request personal information. Messages like these come from scammers.

- **Don't click links or respond.** Never use links from unsolicited messages to check your refund status. Instead, go directly to [USA.gov](https://www.usa.gov) to find legitimate information on checking federal or state tax refunds.
- **Report and delete the message.** Use your phone's "report junk" or "report spam" feature. You can also forward scam texts to **7726 (SPAM)** and mark scam emails as spam or junk. After reporting, delete the message.

If you encounter a scam, report it to the FTC at [ReportFraud.ftc.gov](https://www.reportfraud.ftc.gov).

It's tax scam season

As tax season approaches, scammers are working overtime to steal refunds before taxpayers can claim them. If you receive a text or email about a "tax refund," especially one urging you to click a link, pause before responding. According to the **Federal Trade Commission (FTC)**, messages like these are often scams

Roseville residents scammed

Date: 1/22/26

Beat: 1

Neighborhood: Olympus Pointe

On January 21, 2026, at an unknown time, the victim reported receiving an email purportedly from PayPal regarding a disputed \$549.99 transaction. Although the victim did not have a PayPal account, her husband did, so she believed the email may have been related to his account. The victim contacted the support number provided in the email and spoke with a male who instructed her to allow remote access to her laptop in order to reverse the charge. After gaining access, the caller advised the victim that she had mistakenly entered a decimal point, resulting in a deposit of \$54,000 into her account. The caller then pressured the victim to return \$20,000 electronically and withdraw the remaining \$30,000 from her bank. While remaining on the phone with the caller, the victim went to her credit union and was instructed not to inform bank staff of the situation to avoid delays. The victim wired \$30,000 from her account. When the funds were later placed on hold, bank staff explained the hold was to prevent fraud. The victim authorized the transaction, believing it to be legitimate. After discussing the incident with her husband, the victim realized she may have been the victim of a scam.

Prevention Tip: Always contact companies using official phone numbers found on their websites or statements, not those provided in unsolicited messages.

Date: 1/7/26

Beat: 3

Neighborhood: Cresthaven

On Wednesday, January 14, 2026, the victim reported receiving a text message from an unknown and irregular phone number stating that his Robinhood account PIN had been changed. A follow-up message instructed him to call a provided number if he did not authorize the change. The victim contacted the number and spoke with an individual claiming his account had been compromised. The caller was able to correctly provide the victim's name, date of birth, address, last four digits of his Social Security number, and the account balance of approximately \$15,000. Believing the caller to be legitimate, the victim provided photographs of his driver's license, his full Social Security number, and his four-digit account PIN. The caller stated the funds would be transferred to a "Safepal" account for protection. After the transfer was authorized, the caller disconnected, and the number was no longer in service. The victim later learned from Robinhood that the company does not partner with Safepal and that he had been defrauded. A fraud report was completed with Robinhood.

Prevention Tip: Financial institutions will never ask for full Social Security numbers, PINs, or copies of identification via unsolicited calls or texts. Always verify account issues by contacting customer service through the company's official website or app.

Date: 1/23/26

Beat: 6

Neighborhood: Pleasant Grove

On January 23, 2026, the victim received a phone call from a woman claiming to be "Jennifer" from Jolley & Jolley Law Firm, stating that \$3,500 was needed to secure her son's release from jail. The victim knew her son had been arrested that day in Boise, Idaho, which made the call appear legitimate. The victim provided her credit card information, and a \$3,500 charge was processed. After speaking with family members, the victim contacted the Ada County Jail and learned no bail payment had been received, and her son remained in custody. The charge was disputed as fraudulent.

Prevention Tip: Always independently verify urgent legal or bail requests by directly contacting the jail or court using publicly listed phone numbers before sending money.

Roseville Police Department
1051 Junction Blvd.
(916) 774-5000
[roseville.ca.us/police](https://www.roseville.ca.us/police)



**Community Events
& Neighborhood Watch**
PDCommunityServices@roseville.ca.us
(916) 774-5050



Please send comments or suggestions to: pdcommunityservices@roseville.ca.us or call (916) 774-5050.
The "9-1-1" is published for City of Roseville's residents by the Community Relations Division of the Roseville Police Department.

