

Is your brand ready for the **new data rules**?

The **DPDP Act, 2023**,
transforms how personal data is
handled in India.

Swipe to understand what it means for brands
and consumers >>>>

What does the DPDP Act mean for Brands?

1. **Obligations:** Lawful, transparent data processing with specific purposes.
2. **Consent Management:** Clear systems for obtaining and withdrawing consent.
3. **Data Protection:** Robust security protocols and mandatory breach reporting.
4. **Penalties:** Non-compliance can cost up to ₹250 crore per breach!
5. **Cross-Border Data Transfers:** Restricted to government-approved nations.





What does the DPDP Act mean for Consumers?

The **DPDP Act** empowers consumers with rights to access, correct, and delete their data while offering greater control over consent. It ensures transparency about data usage and storage and provides a grievance redressal system for rights violations.

What makes the **DPDP Act stand out?**

Granular Consent Control:
Consumers have full control over their data.

Data Breach Accountability:
Mandatory breach reporting to safeguard users.

Heavy Penalties:
Non-compliance can result in fines up to 250 crore.

Global Compliance Standards:
Aligns with international data protection norms.

User Empowerment:
Strengthens consumer rights for a safer digital ecosystem.



Your Take on Data Privacy?

With new rules, brands and consumers share control. How will this impact trust and relationships?

Share your thoughts!