

01 WHAT IS DPDP?

The Digital Personal Data Protection Act, 2023 establishes a structured approach to how organizations collect, process, and safeguard personal data in India's digital ecosystem.

It applies to any entity handling digital personal data and emphasizes accountability, transparency, and user control.

02 WHY IT MATTERS?



Rising expectations around data privacy



Strong regulatory enforcement



Increasing importance of user trust

03 CORE PRINCIPLES



Consent must be free, informed, specific, unambiguous



Collect only necessary data



Ensure reasonable security safeguards



Data used only for defined purposes



Maintain organizational accountability

04 WHO IT APPLIES TO



Startups and digital platforms



SaaS and technology companies



BFSI, healthcare, e-commerce



Any organization processing personal data

05 KEY ROLES



Data Principal – the individual



Data Fiduciary – decides purpose & means



Data Processor – processes on behalf of fiduciary

06 RIGHTS OF INDIVIDUALS



Access personal data



Correct or erase data



Withdraw consent anytime



Raise grievances

07 PENALTIES



Fines up to **₹250 crore** per instance



Applicable for breaches and non-compliance



Enforced by regulatory authorities



08 MANAGING CONSENT



Managing consent across multiple touchpoints



Maintaining audit-ready records



Handling user requests efficiently



Tracking consent lifecycle

09 COMMON COMPLIANCE CHALLENGES



Obtain valid consent before collection



Provide clear privacy notices



Implement strong data protection measures



Report personal data breaches



Establish grievance mechanisms

Secure. Compliant. Trusted.

Every step. Every time.

10 DATA LIFE CYCLE FLOW



11 DPDP READINESS CHECKLIST

- ✓ Consent is clear, specific & withdrawable
- ✓ Data is collected only for defined purposes
- ✓ Only necessary data is collected
- ✓ Users can access, correct & erase data
- ✓ Security safeguards are in place
- ✓ Breach response process is defined
- ✓ Third-party data handling is compliant
- ✓ Data is deleted when no longer needed

12 OBLIGATIONS OF ORGANIZATIONS



As organizations align with DPDP requirements, structured systems for identity, consent, and data governance become essential. Prodevans Technologies supports enterprises in building compliance-ready ecosystems through ZTrust Swikruti.

Make your organization DPDP-ready with Swikruti

