

THE DIGITAL PERSONAL DATA PROTECTION ACT OF 2023



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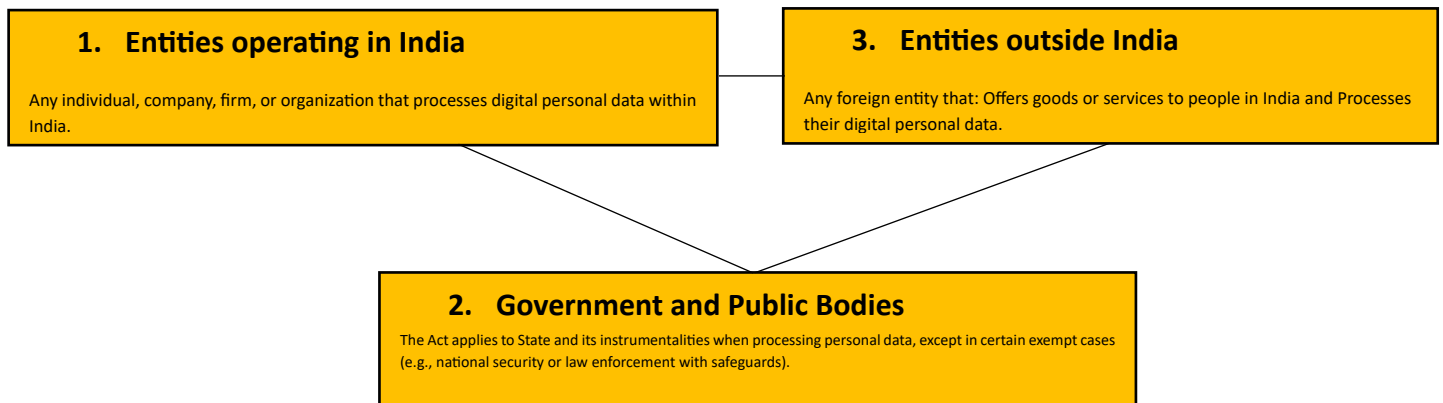
Mumbai | Pune | Ahmedabad | New Delhi | Jaipur | Bengaluru |
Hyderabad

Digital Personal Data Protection Act

Background:

The **Digital Personal Data Protection (DPDP) Act, 2023** was introduced in response to growing concerns around digital privacy and the misuse of personal data in India's rapidly evolving digital ecosystem. The push began after the **Supreme Court's 2017 judgment** declaring privacy a **fundamental right**, prompting the government to draft a comprehensive law to regulate personal data usage. Initially proposed through the **Personal Data Protection Bill, 2019**, which was later withdrawn, the refined DPDP Bill was introduced and passed in **August 2023**. It aims to protect individuals' personal data by defining clear rules for its collection, storage, and processing, while balancing the need for innovation and digital governance. The Act applies to Indian and foreign entities dealing with the data of individuals in India and introduces key rights for citizens, obligations for organizations, and establishes the **Data Protection Board of India** for enforcement and redressal. This legislation places India among global leaders with strong data protection frameworks. In **2025**, the Indian government introduced **Draft Rules under the DPDP Act, 2023**, which provide **detailed procedures, compliance mechanisms, and technical standards** to implement the law effectively.

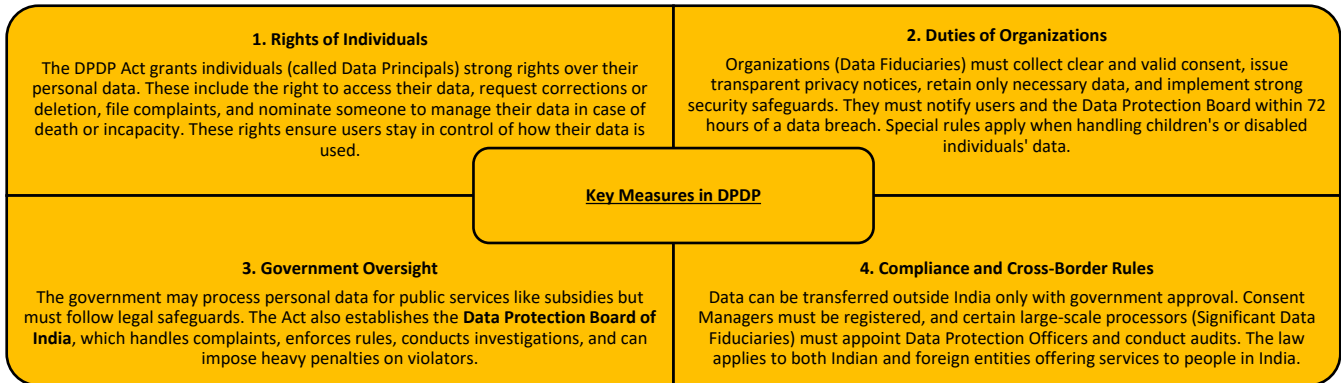
Applicability:



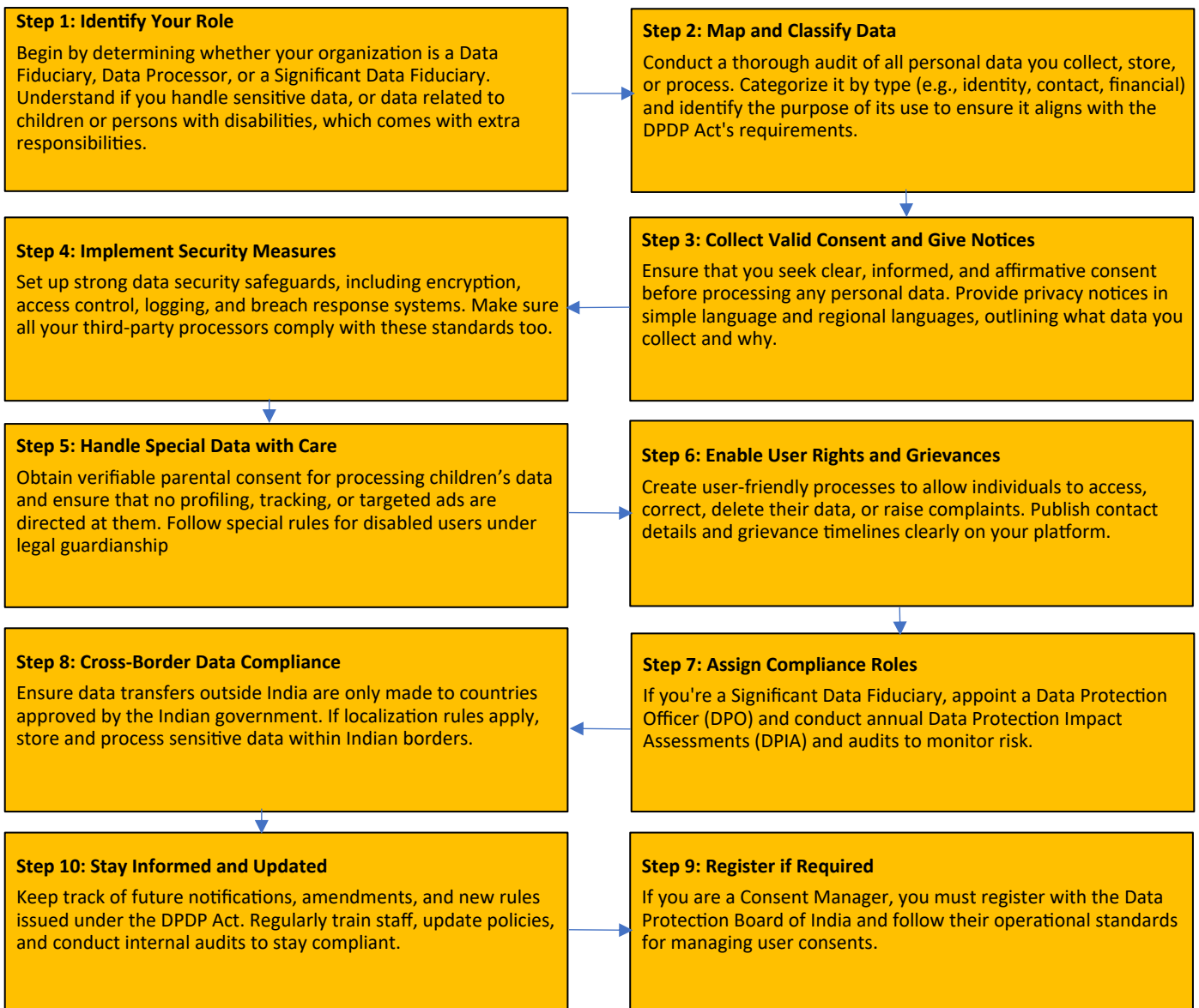
Note : The Act does **NOT** apply to:

1. **Personal or household data use**
▶ Example: You storing birthdays of family/friends on your phone.
2. **Publicly available personal data**
▶ Example: Someone shares their phone number or email on a public blog.

Key Measures:



How Organizations Can Prepare:



Our Offerings

We offer a range of services to assist Regulated Entities in achieving and maintaining compliance with cybersecurity frameworks and regulations. Their key offerings include:



Our Deliverables



Conclusion:

The DPDP Act marks a transformative step in India's digital governance journey, establishing a robust legal framework to protect the privacy and rights of individuals in the digital era. By mandating transparency, accountability, and consent-driven data processing, the Act ensures that personal data is handled responsibly by both public and private entities—within India and globally. It empowers individuals, enforces compliance through the Data Protection Board, and aligns India with global data protection standards. As digital ecosystems grow, embracing DPDP compliance is not just a legal necessity but a strategic move toward building trust, ethical data culture, and sustainable digital growth.