

Understanding India's DPDP act: Safeguarding 2.5 quintillion

bytes of data generated daily

What is DPDP?

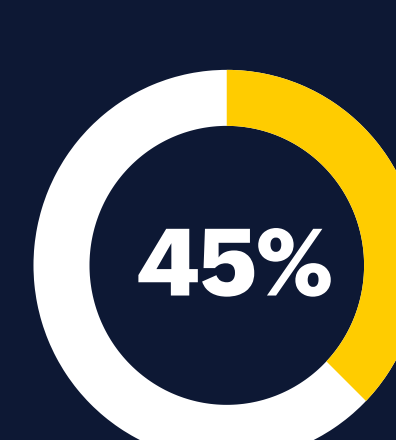
India's Digital Personal Data Protection (DPDP) is a law enacted to safeguard individual privacy and data security in the digital era by regulating the handling of sensitive personal data.

Why is the DPDP being introduced in India?

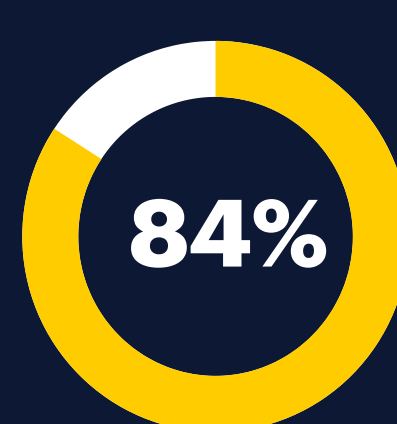


More than
900 million

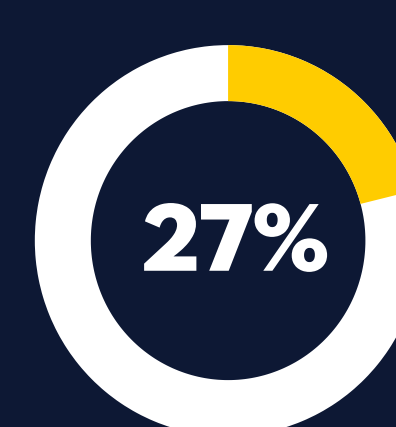
internet users,
standing second
only to China.



surge in cyberattacks since
2020, averaging over 2,000
attacks per week on individual
firms.



of Indians are
increasingly
concerned about
their privacy and
data protection.



The average cost of a data
breach has risen by 27% since
2020, reaching a staggering
Rs 17.6 crores (\$2.2 million).

The DPDP act serves as a key protector to govern the collection, processing, and storage of data to ensure safe and secure online interactions for India's digital citizens.

Key highlights of the DPDP

Data localization

Mandates storing certain types of data within the country's borders. This ensures better control and management of data.



Data protection authority (DPA)

Establishes an authoritative body to enforce data privacy and protection norms. DPA also has the power to investigate and impose penalties for violations.



Penalties for non-compliance

Severe penalties for violations are set, with fines up to ₹15 crores, or 4% of an entity's total worldwide turnover of the preceding financial year, whichever is higher.



Higher standards for sensitive personal data

Mandates storing certain types of data within the country's borders. This ensures better control and management of data.



Who is bound by the DPDP?

The DPDP act's broad scope means that all sectors managing personal data will be impacted. These sectors are particularly notable:

Telecommunications

Requires secure handling and storage of communication data.

Healthcare

Enacts stricter norms for patient data protection.

Banking

Imposes enhanced safeguards for personal financial information.

Government agencies

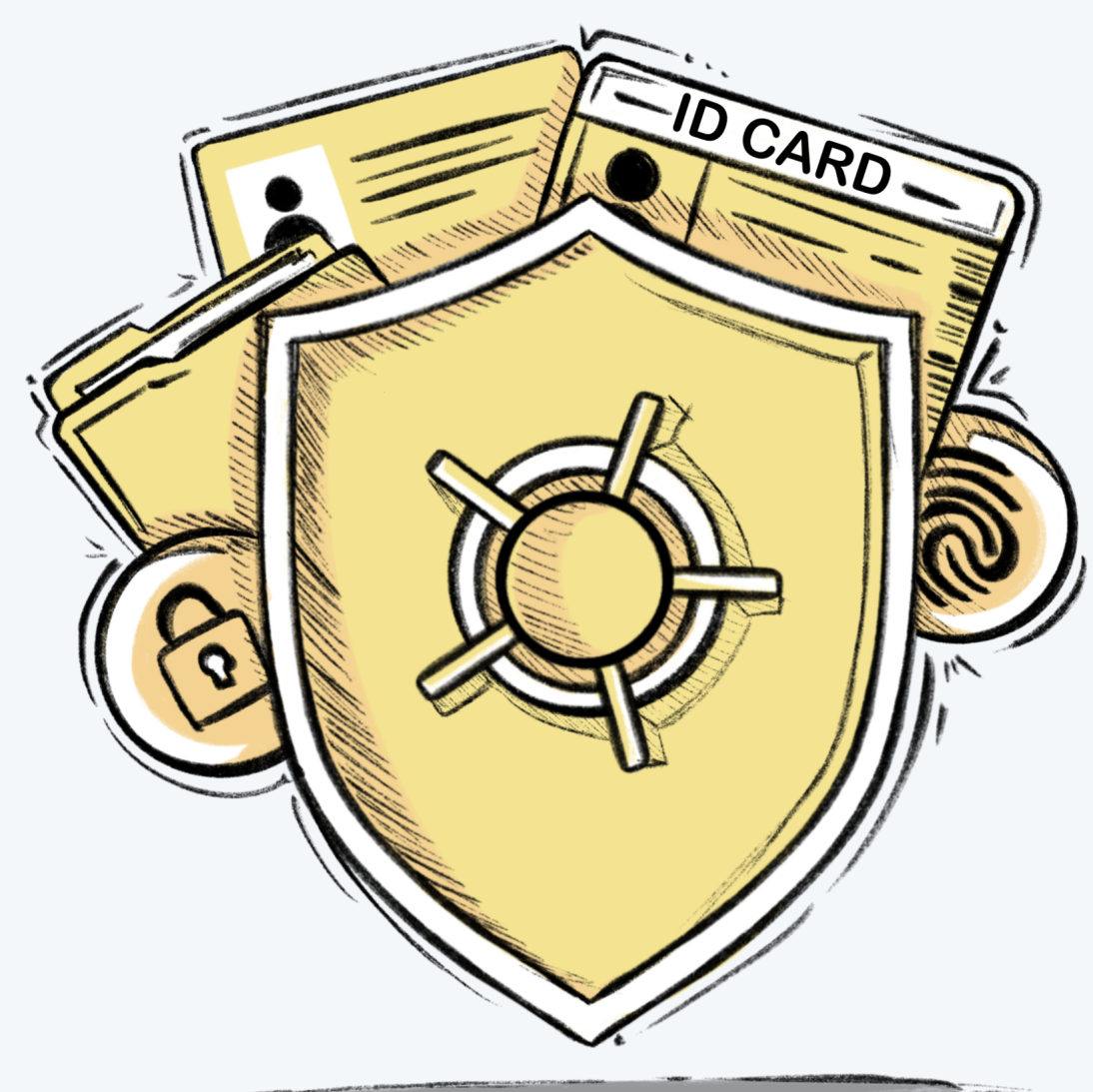
Enforces transparent and secure handling of citizen data.

SMEs & startups

Promotes responsible data management and drives innovation in data-centric products and services.

Technology

Implements mandatory privacy-focused tech s.



Note: The DPDP act was passed by the Indian Parliament on August 9, 2023. This infographic represents our understanding of the law, which might change as more details and clarifications are released. Stay tuned for updates.