



#DPD2021 | JANUARY 28, 2021

LET'S TOGETHER BUILD A CULTURE OF PRIVACY

Message from CEO – Data Privacy Day 2021

Unprecedented and unanticipated in more ways than one could reckon, 2020 was indeed a standout period for one and all. Marked by significant shifts, the year witnessed rapid technological adoption and accelerated digitization across the board. Verticals and sectors like Education, Healthcare, BFSI, Manufacturing, and IT/ITeS stepped up use of digital tools and platforms for ensuring continuity of operations and businesses without compromising on the workforce safety. 2020 was an equally challenging and demanding year for the realm of Security and Privacy. From the viewpoint of Privacy, stakeholders from public as well as private sectors had their fair share of Privacy related considerations to factor in. Enterprises had to invest in re-thinking their Data Protection strategies.

The day to celebrate the spirit of Privacy is here again. On occasion of Data Privacy Day (DPD), we are calling on the entire fraternity to reaffirm the fundamentals of Privacy and become proactive about implementing those in right earnest. While doing so, we shall be reflecting upon the key developments of the past year and endeavouring to bolster the awareness and of end users and attention to privacy by businesses.

It is heartening to see the interventions that are being planned world over to promote the protection of personal data. Domestically, the country's journey towards its first Privacy legislation marched ahead with various stakeholders from different quarters deposing in front of the Joint Parliamentary Committee. The JPC is expected to table its report in the Parliament in the budget session. In addition, the discourse around the framework for Non-personal data is also receiving substantive attention.

On the international front, the Schrems 2 judgement in the EU was a watershed one with major implications for cross-border data transfers. With Brexit transition period ending on December 31, 2020, it would be interesting to see UK's approach towards data transfers as per the UK Data Protection Act, 2018.

Several new legislations have also come in last year- the California Privacy Rights Act (CPRA), the Brazilian General Data Protection Law (LGPD), the draft Personal Information Protection Law (PIPL) of China and other regulatory and legislative developments across the globe.

It is not just the regulatory and policy landscape that is getting transformed, privacy technology innovations are also happening swiftly with product companies and start-ups bringing in niche and core capabilities for meaningful compliance and fulfilment of obligations and expectations arising from the laws of the land.

Privacy as a profession and a career choice is gaining momentum as the need for skilled Privacy professionals rises. If the goals and objectives of Privacy are to be truly accomplished, building the requisite capacities in this discipline should be one of the foremost agenda for all. We at DSCI, continue to strive to augment our efforts towards equipping the professionals with the know-how and skills of Data Protection and Data Privacy. Given the prevailing context of the pandemic, we were able to transition to online delivery of our flagship Privacy training and certification credentials – DCPLA and DCPP promptly and successfully. It gives us immense pleasure to share that we have trained more than 1175 professionals from across the country and we shall continue to do so in times to come.

To mark DPD 2021, we have conceptualized a comprehensive campaign that entails dissemination of useful collaterals like Privacy wallpaper, Privacy Posters, quiz, and other infographics. I would encourage you all to leverage these to further the awareness around Privacy in your respective organizations. We have also planned an extensive agenda to deliberate on different facets of Privacy, in conjunction with experts and practitioners.

I would like to wish you all a happy Data Privacy Day 2021 once again and would urge you to adopt Privacy agenda in letter and spirit.

Rama Vedashree,
CEO, DSCI
January 28, 2021