

DATA PRIVACY DAY

#PRIVACYMATTERS

Make Privacy Your Priority

#DPD2022 | JANUARY 28, 2022

### **Message from CEO – Data Privacy Day 2022**

Digital economies across the globe have been incessantly working towards creating a robust and comprehensive ecosystem that enables greater data-driven innovation. It is indeed heart-warming to witness the efforts at creating comprehensive Privacy regimes. Businesses have been adopting varying approaches to meet the Privacy expectations of consumers, and Governments are focusing on enabling policies and laws to enforce Privacy.

The UNCTAD, in its Digital Economy Report 2021, has called upon the nations to contribute to a new global governance approach to enable free flow of digital data across borders. While the world awaits a comprehensive federal data privacy law from the US, some of the states have taken the lead in formulating their legislations and have taken inspiration from the EU GDPR. The California Privacy Rights ACT(CPRA), better known as California Consumer Privacy Act (CCPA) 2.0, was approved by the California voters in November last year. It adds new consumer rights such as the Right to rectification or the Right to Limit Use and Disclosure of Sensitive Data. The Virginia Consumer Data Protection Act (CDPA) was signed into law in March 2021 and will go into effect on January 1, 2023. The CDPA requires Data Protection Impact Assessments for any processing involving targeted advertising, data sales, profiling, or sensitive data; or any data processing that presents a “risk of harm”. China also introduced a Data Privacy Law, the Personal Information Protection Law (PIPL). The PIPL has extraterritorial effects: it applies not only to companies processing personal information within China but also to companies processing personal information outside China where processing activities are for the purposes of providing a product or service, analysing the behaviour of Chinese residents.

On the domestic front, India’s journey towards its first Data Privacy legislation continues. The Joint Parliamentary Committee submitted its much-awaited report to the Indian Parliament on the Personal Data Protection Bill. The bill is now being named, ‘The Indian Data Protection Bill’. Parliament’s discussion on the report and the bill, and its enactment is keenly awaited. However, technology-led businesses in India, across verticals, are stepping up their preparedness and making privacy and consumer trust central to their digital strategy.

It is intriguing to see the developments in the Privacy realm through the lens of technology development and innovation. At a global level as well as in India, there has been a marked progress when it comes to building niche privacy solutions that are addressing the critical pain points of organizations from Privacy implementation perspective. The Privacy Application Challenge that DSCI has been running, has given us opportunity to work with the Privacy community to discover use cases that can spark creation of solutions and have widespread impact in the privacy ecosystem, have the potential to simplify compliance and elevate the privacy posture of enterprises.

DSCI also continues to augment its efforts towards equipping 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 DCPD. It gives us immense pleasure to share that we have trained more than 1300 professionals from across the country, and we shall continue to do so in times to come. We have also been working towards training women who are on a career break but looking to re-join the workforce. They are being trained in the realm of Privacy. DSCI has been putting focused efforts at sectoral readiness for Privacy and launched the 'DSCI Sectoral Privacy Guide-Healthcare' for the Healthcare sector. Privacy frameworks for the Insurance and Banking sectors are next inline which are being developed.

To celebrate Data Privacy Day 2022, we have conceptualized a comprehensive campaign that entails dissemination of useful collaterals like Privacy wallpaper, Privacy Glossary, Pledge, Quiz and more. I would encourage you all to leverage these to further the awareness around Privacy in your respective organizations.

I would like to wish and congratulate you on Data Privacy Day once again and would urge you to adopt Privacy best practices in letter and spirit and promote trust in Digital.

**Rama Vedashree,**  
CEO, DSCI  
January 28, 2022

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