



Message from CEO - Data Privacy Day 2023

2022 was a noteworthy year on the overall timeline for Data Protection and Data Privacy developments as it witnessed concerted efforts, initiatives, and interventions world over, aimed at creating a robust and comprehensive ecosystem that enables data-driven innovation on one hand and steps up to safeguard the interests of individuals on the other. Businesses have been proactively re-evaluating their data strategies to create novel possibilities of servicing customers, creating opportunities as well as meet the privacy expectations of consumers, and regulatory authorities. The Data Protection regulators are keenly focused on driving meaningful compliance and enforcement of the legislations.

Looking at the global Data Privacy regulatory and legislative regime, the California Privacy Rights Act (CPRA) which is believed to be the most comprehensive state data privacy legislation to date in the US went into effect at the start of this year. Indonesia adopted its first comprehensive Data Protection law last year which is partly modelled on the EU General Data Protection Regulation. A bill to update Argentina's old data protection law was published by the Argentinian DPA in November last year. Geographies like Australia, Canada and South Korea are poised to review and revise their existing Data Protection laws.

On the domestic front, India's journey towards its first comprehensive Data Privacy legislation continues. The draft Digital Personal Data Protection Bill 2022 was released by the government which is expected to be introduced in the Parliament shortly. The entire ecosystem came together to critically examine the draft and provide inputs to the government on the same. 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 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 intersection of emerging technologies and Privacy is engendering several fascinating use cases and this trend is going to pick up significantly this year as businesses ramp up their efforts around leveraging new technologies. Privacy-Enhancing Technologies (PET) will continue to get increased attention from businesses as well as public authorities.

The Privacy profession has been undergoing a lot of flux as the demand for skilled Privacy professionals continues to rise at all levels. The role of a Data Protection Officer has assumed a lot of significance as organizations are mobilizing efforts towards strengthening their Privacy leadership positions. DSCI will be augmenting its efforts towards equipping the professionals at all levels with the know-how and skills of Data Protection and Data Privacy. 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 have been on break and are 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. Post the launch of the Privacy guides for the Healthcare and Insurance sectors, the Privacy frameworks for Banking sector have also been developed which are slated for release this year and are expected to provide meaningful guidance around Privacy to organizations operating in these critical sectors.

To mark DPD 2023, we have conceptualized a comprehensive campaign that entails dissemination of useful collaterals like Privacy wallpaper, Privacy Posters, and infographics. I would encourage you all to leverage these to further the awareness around Privacy in your respective organizations.

I would like to wish you all a happy Data Privacy Day 2023 once again and would urge you to adopt Privacy best practices in letter and spirit and promote trust in Digital.

Vinayak Godse,
CEO, DSCI
January 28, 2023

Visit DPD Campaign page: <https://www.dsci.in/content/data-privacy-day/2023>