

BE PRIVACY CONSCIOUS

DATA PRIVACY DAY 2024 – CEO MESSAGE

As we observe Data Privacy Day, it prompts contemplation on significant developments in the sphere of data privacy, both on a global scale and within India. In 2023, we witnessed enactment of several regulations aimed at strengthening privacy, coupled with an increasing concern among consumers regarding the security of their personal data.

First and foremost, I extend my heartfelt congratulations to each one of you on the enactment of the Digital Personal Data Protection Act (DPDPA), 2023. Globally, the European Union (EU) and the United States (US) reached a noteworthy consensus after prolonged negotiations, establishing the EU-U.S. Privacy Shield framework for transatlantic data transfers. Additionally, countries such as Singapore, Kenya, and Brazil updated or introduced new data privacy laws, indicative of a collective commitment to bolstering data protection measures.

Coming to the domestic front, the DPDPA establishes a framework for business data processing and adequate control of Data Principals over their data through features like consent and notice, flexible data transfers, rights of data principals, voluntary undertaking, etc. The DPDPA along with the upcoming rules is expected to strengthen the data protection posture of the country and bring in the requisite balance between various business interests, stakeholders, and individual privacy requirements for keeping up pace with digitization.

2024 will bring in an opportunity to implement DPDPA on ground in various contexts, environments, sectors, and scenarios and come up with best practices in privacy compliance. DSCI has actively engaged in the data protection journey since its inception, right from being a member of the Justice Srikrishna Committee, and we will continue the same by constantly engaging with the government in the rule-making process.

DSCI has undertaken several initiatives to enhance the privacy stance among our members and stakeholders. Last year, we conducted nationwide reading sessions of the law to create awareness. We released a report on the '**Future of Data Protection in India: A Roadmap for Regulators**' which highlights the compliance challenges that the industry may face while implementing the DPDPA, and suggestive ways for regulators to address them. We also released **sector-specific privacy guides** to make the compliance journey easier for regulated sectors.

Recognizing that the DPDPA isn't just a milestone in privacy rights but a catalyst for homegrown innovation in security and privacy technologies, DSCI is committed to nurture the privacy startup ecosystem. To promote this, we are organising various Privacy Engineering Summits (PES) across multiple cities to deliberate on the role of engineering and innovation for privacy. They are also providing opportunities for startups to showcase their solutions.

In light of the recent developments and requirements under the DPDPA, the privacy profession is already gaining momentum. To facilitate the skill demand, in addition to our existing privacy courses, DCPD and DCPLA, we introduced the DSCI Certified Data Protection Officer (DCDPO) certification course to create leaders responsible for implementing privacy regulations on the ground. Designed as a case study-driven and implementation-focused program, it remains contextual to actual industry environments.

These efforts helped us to better understand and create capabilities in privacy. As organizations are now undertaking programmatic efforts for privacy, we believe the shifting focus on products and services would be the key step in giving assurance to data principals. We support the effort of developing products in the country and data enriched services more accountable to privacy. We would also invite contributions from industry experts to strengthen privacy of systems and interfaces we are devising to accelerate digitization of the Indian economy. As the country is making big bets on the emerging technologies, we would also like to explore the agenda for data protection in the efforts devised for it.

Alongside, holistic privacy implementation requires awareness among all levels of workforce and individuals taking control of their own data. Therefore, this year, we are celebrating Data Privacy Day under the theme 'Be Privacy Conscious'. Our comprehensive campaign includes disseminating useful collaterals such as Privacy wallpaper, Privacy Posters, quizzes, and other infographics. I encourage each of you to leverage these resources to enhance awareness around privacy in your respective organizations.

In conclusion, let us not only celebrate the progress made but also recommit to the ongoing journey. Together, we can contribute to building a digital world where privacy is not an afterthought but the foundation of a brighter tomorrow.

Wishing you all once again a very Happy Data Privacy Day, 2024!

Vinayak Godse

CEO, DSCI