



# Digital Personal Data Protection

## Overview

**Data privacy has emerged as a core issue for companies across the world in the current digital era. To remain in line with changing privacy norms, India enacted the Digital Personal Data Protection Act, 2023 (DPDP Act),**

which is a major milestone toward strengthening data protection and aligning with international standards. As a company, adhering to this law is not only a matter of compliance but a strategic decision to protect your image, reduce risks, and escape hefty fines. At Anand and Anand, we know the intricacies of data privacy laws and the urgent necessity for companies to remain compliant. Our expert team provides complete legal advice and services to assist your company in smoothly navigating the DPDP Act and international data protection laws.

It is important to comply with data privacy legislation for several reasons. First, it will ensure your business is compliant with the law and, therefore, free from potential legal recourse. Second, it will reduce the risk of heavy fines and reputational loss that can come from breaking the law. Third, keeping data privacy and security at the forefront of your organization's interests will make it a more trusted organization with customers and stakeholders. Lastly, bringing your data protection practices in line with international legislations, like GDPR, CCPA, and HIPAA, helps your way of dealing with privacy be holistic and consistent across the world.

At Anand and Anand, our data protection compliance expertise is underpinned by decades of experience in technology law and intellectual property. We have a standalone Data Protection Compliance Practice to enable businesses of any size to confront the challenges of compliance with the DPDP Act. Our end-to-end solution ensures that your data security policies are both legally compliant and solid. Our major services entail legal advisory under data protection acts, offering



individualized advice in adherence to DPDP Act as well as other international privacy acts.

We render advice on overseeing cross-border international data transfers within legal stipulations, and we also offer competent representation in event of data breach and non-conformity disagreements. Our professionals also perform Data Protection Impact Assessments (DPIAs) to evaluate and mitigate risks associated with handling personal data. In the case of a data breach, we offer proactive incident response planning, and we also help firms handle and deal with data subject requests according to the law. Also, we provide guidance on the data protection implications of new technologies such as AI and IoT, and we assist in creating open consent management systems to secure compliance with data collection policies.

At Anand and Anand, we are dedicated to assisting companies to remain in front of regulatory updates while enhancing their data protection procedures. We encourage you to arrange an introductory consultation to explore how our services can assist your company to comply with global data privacy regulations easily and improve its security posture.



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