



## 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), a major milestone toward strengthening data protection and aligning with international standards.**

### IMPORTANCE OF DATA PROTECTION COMPLIANCE

For companies, 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. Anand and Anand attorneys 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.

Adhering to data privacy legislation offers several key benefits:

- Ensures compliance with Indian law and reduces exposure to enforcement action
- Mitigates risks of heavy fines and reputational damage
- Builds trust with customers, partners, and stakeholders
- Aligns data protection practices with international privacy legislations such as GDPR, CCPA, and HIPAA.

### END-TO-END DATA PROTECTION ADVISORY SERVICES

Anand & Anand's Data Protection Compliance Practice is supported by decades of experience in technology law and intellectual property. We advise organizations of all sizes on navigating the challenges of DPDP Act compliance and related international privacy acts.

Our services include:

- Legal advisory under the DPDP Act and global data protection laws
- Customized compliance programs and policy frameworks
- Cross-border data transfer advisory
- Data Protection Impact Assessments (DPIAs)
- Incident response planning and breach management
- Handling data subject rights requests
- Representation in data breach and non-compliance disputes

#### **EMERGING TECHNOLOGIES AND DATA GOVERNANCE**

Our attorneys also provide guidance on the data protection implications of emerging technologies, including AI and IoT, and assist in developing transparent consent management systems that secure compliance with data collection and processing policies.

#### **ONGOING REGULATORY SUPPORT**

At Anand and Anand, our DPDP team is dedicated to assisting companies to remain in front of regulatory updates while enhancing their data protection procedures.

#### **EXPERIENCED DATA PRIVACY LAWYERS IN INDIA**

Whether you are preparing for DPDP Act compliance, managing cross-border data transfers, or responding to a data breach, Anand & Anand lawyers provide strategic and practical data protection guidance. [Contact our data privacy and DPDP law team](#) to strengthen compliance, reduce risk, and build trust in today's data-driven environment.

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