

WHITEPAPER

COMPREHENSIVE DIGITAL DATA ASSESSMENT WITH THE ORCHA INDIA DATA PROTECTION MARK





OVERVIEW

This white paper looks at an holistic approach to the OIDPM data protection assessment framework which has been developed and validated to help digital tools achieve a high level of compliance with the Digital Personal Data Protection Act 2023. This paper will highlight the key benefits of the OIDPM - Orcha India Data Protection Mark.





EXECUTIVE SUMMARY

The current legal and regulatory landscape that governs digital health in India is scattered and ambiguous. There is no dedicated framework in place to ensure informed consent before processing patient data. To minimise and eradicate data privacy issues, the Digital Personal Data Protection Act (DPDPA) 2023 sets out to protect digital personal information within a wide array of sectors, including healthcare. The enactment of the DPDPA is a great example of the quest to protect individual privacy in an age where personal data is considered the “new gold”.

The DPDPA focusses on the basic principles of data processing and ensures the privacy and security of an individual's personal information. It covers:-

- Lawfulness and transparency
- Purpose limitation
- Data minimisation
- Accuracy
- Reasonable safeguards
- Accountability
- Storage limitation

The ORCHA India Data Privacy Mark (OIDPM) is a collaboration between ORCHA (Organisation for the Review of Health and Care Apps) and Alpha MD, aimed at setting new standards for data privacy in the Indian digital health sector. The OIDPM is designed to ensure that digital health products, such as apps, comply with the Digital Personal Data Protection Act 2023 in India.

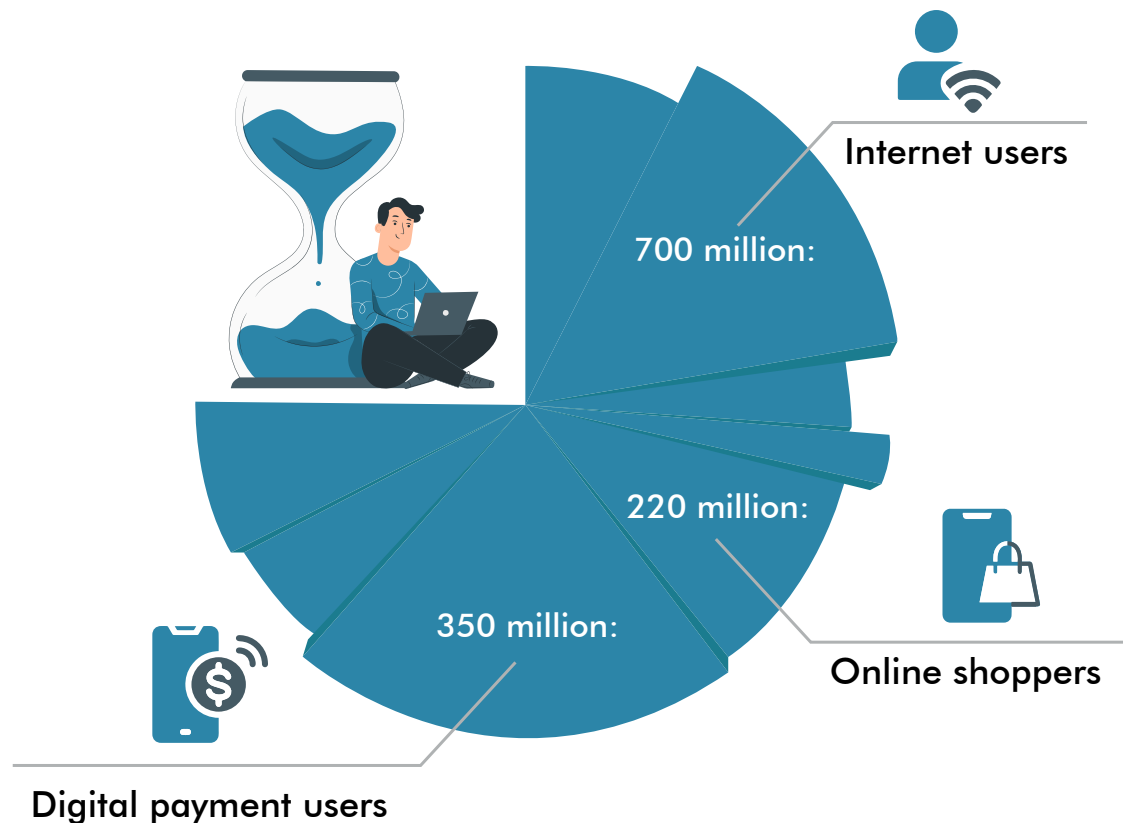
The OIDPM is an introductory assessment that evaluates digital health products against over 100 review points, emphasising compliance with data protection regulations. A successful OIDPM assessment grants innovators an approved badge of excellence, signifying high-quality standards and compliance. The assessment process is rapid, independent, and objective, providing digital health innovators with a clear understanding of their product's compliance status.



DPDP ACT – THE NEED OF THE HOUR

Digital use is at the forefront of the technology revolution, providing innovative solutions that have the power to redefine the ways data is handled. However, to fully harness the potential of these technologies, user trust and compliance are paramount.

Statistics says, there are –



India is the 3rd largest user of digital apps.



6.6 billion –
People across the world have a smartphone



5 million –
People download a health app everyday



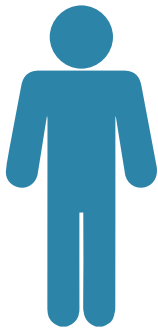
THE DIGITAL PROBLEM

Only **20%** of the **3,65,000** apps meet quality thresholds.

How do people or healthcare systems know which ones are safe and effective?

Are healthcare business entities aware about the DPDP Act and all set to abide by the obligations?

Our LinkedIn poll results say they are not!



Around **57%** of people

Still not fully aware of the DPDP Act's understanding. Each healthcare entity must embrace India's first digital personal data protection act, which is acting as a catalyst for changing the way personal data of patients is handled.

Data Protection compliance is a "must-have" and not "good to have." As Data Protection Professionals, we have joined forces with ORCHA and are working to achieve stronger compliances to protect patient privacy.



WHAT IS OIDPM?

The ORCHA India Data Protection Mark (OIDPM), is the first in a series of pioneering products set to transform the landscape of digital health in India.

O

OIDPM is an introductory assessment that evaluates digital health products, ensuring compliance with the DPDP Act 2023.

I

India's first and only assessment to align with the DPDP and other global industry standards.

D

Digital health tools - safety, efficacy and usability ensured.

P

Personalised globally renowned quality badge and certificate after successful assessment.

M

Measured system-driven assessment against over 100 review points designed explicitly for digital healthcare.



HOW OIDPM WORKS?

**RAPID, OBJECTIVE
AND INDEPENDENT
EVALUATION**
Assessment within
3 days

**RELEASE OF AN
ASSESSMENT REPORT**
Gaps to ensure
compliance will be
communicated with
continuous support

**RELEASE OF AN
ASSESSMENT REPORT
RECOGNITION OF
EXCELLENCE**
Successful assessment means
an approved badge &
certificate, a symbol of
quality and assurance



FREQUENTLY ASKED QUESTIONS

All common questions, in one place – just for you.



+ Who needs an **OIDPM** assessment in the healthcare space?

Healthcare IT sector / Digital Health Platforms

Hospitals / clinics / Diagnostic centers

EHR / PHR

CRO

e-pharmacy

EDC Platforms

Med Device Companies

Labs / Digital Therapeutics

Patient reported outcomes (ePRO)

Electronic medical devices and all those who process digital personal data.



+ We are not located in India. Is the India DPDPA applicable to my organization?

The DPDPA applies to your organization if:

- o You collect and process individuals data who reside in India for your products & services
- o You don't necessarily 'sell' to residents in India but target and profile them online for your business
- o You have employees based in India.
- o Yours is a B2B business where your clients are organizations who operate in India, and they share the personal data of Indian residents with you.

+ We have no one in our organization who understands the DPDPA in depth. Nor does anyone have the time to spend on this. Yet we have to comply. How does Alpha MD help?

Our DPDPA assessment framework is independent. It all sits on a single platform.

Furthermore we have a great team who will handhold you through the entire process to get you going.

We can also provide training to your staff on the requirements of DPDP Act & its compliance.

+ We have users and customers across the globe – each of whom have their own data privacy laws. How does OIDPM solution work in this case?

There are various levels of assessments designed to help you do 'simultaneous compliance'. Which means you can comply with all the applicable Data Privacy & Security Laws & Standards simultaneously, in one go.



+ My company is already ISO 27001 certified. What added advantages will the OIDPM bring to my organization?

ISO 27001 certification indicates a strong commitment to information security management on a global scale. Compliance with Indian data protection law offers distinct advantages in terms of legal compliance, customer trust, market access, risk management, data localization, and alignment with local standards and regulations.

+ My system is GDPR and HIPAA compliant, do I still need to go for an OIDPM assessment?

Yes, of course! There are several differences between the obligations mentioned in GDPR/HIPAA and our very own Indian DPDPA. OIDPM will help you to identify those gaps and implement the compliance requirements.

+ If we use the OIDPM solution, will our customer or employee data reside on the platform?

Not at all! During the assessment our team will require access only to the user interfaces. Our platform only helps you manage the compliance end-to-end, for which we do not need access to the actual data at any point in time. Your data continues to remain exactly where it is.

+ How much does an OIDPM assessment cost?

Please visit our website and contact us through our free online contact form or write to us at info@alphamd.com to see what our current offers are and speak to our team for the next steps.



WE ARE HERE TO HELP YOU



KEY ADVANTAGES TO YOUR BUSINESS:

- Full compliance to Digital Personal Data Protection Act 2023 and other global standards.
- Committed assurance to safety & efficacy of your digital health tools.
- Unleash the potential of market growth and opportunities.
- Foster customer trust and confidence on safety, usability & accessibility of digital data.
- Empower your clients by creating a more transparent, patient-centric healthcare environment.
- Process data generated in accordance with Indian law.



THANK YOU



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