

Do you eat from a **Food Container** whose expiration date has passed?



Do you pop the pill of an expired **Medicine**?



Then why do you still maintain the **Data** that is no longer valid?



The answer is simple yet too ironic. >



DATA

PERSONAL DATA DOESN'T COME WITH AN EXPIRY DATE

We are living in a world where trillions of datasets are being processed every second. In this very moment when you are reading this article, some data scientist is processing your personal data to get actionable insights you never wished. Stacks of databases are sold and reprocessed at the cost of profits. AI models are multiplying because we have enormous data to feed their insatiable hunger. Companies and businesses are thriving and competing an irreversible algorithmic race.

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While we humans have anchored ourselves safe in a password-protected so-called digital age, our data still stands on the brink of exploitation. Our personal sensitive data, meant to be our property is not in safe hands. The practise of collecting and storing data without defining any boundaries is hazardous.

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Our living systems and each human being comes in this world with a defined expiry period. Once expired, we all know what needs to be done and practice it with our deep faiths without any regrets.

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Why there is no expiry set for the personal data used in the AI driven digital world?

Data once sought by the business becomes so called property of the processor. Whatever actions are performed using personal data are neither informed to the user nor is permission taken for multiple uses of personal data for whatever business needs an organisation has.

Regulatory bodies have introduced laws to curb this practice and set legal obligations on the Data processor as well as Data Fiduciaries who determine the means and purpose of processing personal data.





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With the enforcement of the DPDP Act, India will join the data protection bandwagon. Though we Indians are the last billion to implement Privacy laws in our country, India ranks 3rd in usage of digital apps, and we hold the power to control data exploitation to a minimum by acting prudently.

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PWC survey revealed 69% of people don't know they can withdraw consent once given meaning , many are essentially giving brands a free pass to track and store data indefinitely.

DPDP Act will be known as a game-changing reform in the cultural, behavioural, and ethical aspects of doing business in the Indian subcontinent, placing responsibility on data processor and empowering the data principal to know and understand their rights.

Your Personal data will have an expiry date post enforcement of DPDP Act 2023.

Section 8 of the DPDP rules mandates a data fiduciary to erase personal data of a Data Principal unless its retention is necessary for compliance with any law. Further, the Data Fiduciary shall inform Data Principal at least 48 hrs before the completion of the time period as specified in the Third schedule.

If you are still struggling to figure out or understand more on the provisions of DPDP implementation, if you as an organisation want to determine how to identify user personal data, if you as data processor wish to know your obligations and applicability to the Act, Alpha MD can help navigate you with the processes.



Alpha MD aims to strengthen organisations and businesses in building DPDPA compliance by supporting their Data privacy journey and implementing Data protection practises.



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