

## Data Privacy Day 2025: Insights from India's top CXOs on safeguarding digital trust

As India's data privacy ecosystem evolves rapidly, businesses face heightened regulatory pressures, sophisticated cyber threats, and increasing consumer expectations for transparency and accountability. ETCISO brings together exclusive insights from top business leaders, contextualized with the latest trends, facts, and developments in India's privacy landscape.

Telegram Facebook Copy Link E ETCISO Desk ETCISO Updated On Jan 28, 2025 at 05:21 PM IST Read

Data privacy has moved beyond being a compliance checkbox to becoming a critical enabler of trust, innovation, and competitive advantage. On this Data Privacy Day, the focus is on understanding how organizations are adapting to a rapidly evolving environment shaped by stringent regulations, advanced cyber threats, and rising consumer awareness.

India, in particular, has seen transformative developments, including the enactment of the Digital Personal Data Protection Act, 2023 (DPDPA), which establishes a robust legal framework for safeguarding personal data. However, a recent survey by PwC India highlights a significant gap in readiness, with only 9% of organizations reporting a comprehensive understanding of the act, and a mere 16% of consumers aware of its provisions.

From the last one decade, cyber threats remain a pressing concern, recently highlighted by a significant data breach at Star Health in 2024, which exposed personal and medical data of over 31 million customers through Telegram chatbots. Thus, Data Privacy Day 2025 is a call to action for businesses to move beyond compliance and adopt a holistic, proactive approach to data protection. With this vision, ETCISO dives into the strategies, best practices, and perspectives of industry leaders as they navigate these complexities and underscores the criticality of robust data privacy measures for enterprises today.



"As we observe Data Privacy Day, it is crucial to recognise that privacy and cybersecurity are two sides of the same coin. The recently released DPDP Act draft rules underscore this interconnectedness, setting a new standard for data protection. The landmark legislation is more than just about compliance; it is a call to action for organisations to build a digital ecosystem that is both secure and privacy-focused. The hefty fine of INR 250 crore for data breaches sends a clear message: protecting user data is not optional, it's imperative."

"At Quick Heal Technologies Limited, it is a matter of immense pride for us that our comprehensive cybersecurity solutions play a vital role in helping businesses comply with these new regulations while maintaining the highest standards of privacy and security. We envision a safer Digital India where data privacy is not just a requirement but a fundamental right," Vishal Salvi, Chief Executive Officer, Quick Heal Technologies Limited.