

# Data Privacy Day 2025: A call to action for enterprises in building trust, resilience, and security

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As the world embraces the transformative power of emerging technology, the importance of safeguarding data has never been more critical. Data Privacy Day, celebrated annually on January 28, serves as a vital reminder of the need to protect personal information, ensure ethical data practices, and foster trust in an increasingly digital world. This observance originated in 1981, when the day marks the signing of Convention 108, the first legally binding international pact on data protection. This historic milestone, foreshadowing current privacy legislation, demonstrated humanity's dedication to protecting its most sensitive digital imprints from the shadows of abuse.

## The Growing Importance of Data Privacy

In the AI age, data is both a cornerstone of innovation and a prime target for malicious actors. As businesses increasingly depend on data tools, the potential for exposing sensitive information grows, particularly with the reliance of AI systems on this data. **Ripu Bajwa, Director of Sales and General Manager of Data Protection and Unstructured Data Solutions at Dell Technologies India**, emphasizes, "AI can generate advanced ransomware, malware, and deepfake attacks, with threats like data poisoning, ransomware, and privacy breaches becoming more common. A robust cyber resiliency strategy is essential to protect AI training data, models, and configurations."

# Building Trust in the Digital Economy

Data privacy is not just about compliance—it is about trust. **Apurva Palnitkar, Senior Director of Marketing at GoDaddy India**, notes, “Data privacy is a necessity for building customer trust and business resilience. From customer email addresses to critical operational data, every piece of information holds immense value.”

The impact of data breaches extends beyond financial losses, posing a serious threat to your reputation and customer relationships.

Apurva added, “Simple steps like training employees on security awareness, using SSL certificates, and implementing strong encryption can significantly reduce vulnerabilities.”

According to GoDaddy, 54% of Indian small businesses experiencing online security breaches, proactive measures are crucial. Thus solutions that help businesses secure their digital infrastructure and operate with confidence is the need of the hour.

**Parag Khurana, Country Manager, India, Barracuda Networks** says, “Securing personal data goes beyond compliance—it requires building a strong, proactive security posture that can detect, block, investigate, and remediate unauthorized access swiftly. To achieve this, organizations should adopt multi-layered, defense-in-depth security solutions.”

## DPDP Act : A step to stronger privacy framework

As AI and other emerging technologies reshape industries, it also raises concerns about data misuse and privacy breaches. **Vipul Valamjee, Head of Data Engineering at Altimetrik**, highlights, “Protecting personal information has evolved from a regulatory requirement to a moral responsibility. Embedding privacy by design, implementing zero-trust architectures, and leveraging AI-driven protection tools are key to addressing emerging threats and building trust.”

The Digital Personal Data Protection (DPDP) Act is a significant step toward stronger privacy frameworks, giving individuals greater control over their data. However, meaningful change requires proactive action from businesses.

**Vishal Salvi, Chief Executive Officer, Quick Heal Technologies Limited** shares, “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.”