DQ Channels
Solutions for Solution Providers

Quick Heal and Seqrite NOVA rethink data privacy for SMBs

Data privacy is no longer a concern only for large enterprises. With Seqrite NOVA, Quick Heal is looking to make DPDP compliance less demanding for smaller businesses through AI-led data discovery, consent management and multilingual privacy tools.

Data privacy can be a tough job for a small business. Personal information may sit across laptops, cloud apps, databases and files, while the team responsible for managing it may have limited time and technical support.

Quick Heal Technologies is looking to address this gap with Seqrite NOVA Data Privacy, an AI-powered offering designed to help small office/home office (SOHO) businesses, small and medium businesses (SMBs) and mid-sized enterprises manage their DPDP compliance journey.

The bigger question is how smaller organisations can handle growing privacy responsibilities without building large specialist teams. Seqrite NOVA is built around that challenge.

Making privacy compliance less resource-heavy

The offering is available in three tiers: Lite, Essentials and Professional. The packs are designed to let businesses start with the capabilities they need and expand as their operations and privacy requirements grow.

This tiered approach is relevant for businesses that may not need a full set of enterprise privacy tools from day one. It also gives them a way to address data privacy without taking on the operational burden of managing every process manually.

AI takes on the data discovery task

One of NOVA's key capabilities is its ability to discover and classify personal data across endpoints, cloud applications, databases and unstructured files. It can also identify text embedded in scanned documents and images.

That matters because personal information is not always stored in neat, searchable databases. It can be spread across everyday business files and systems. Automated discovery can reduce the time teams spend locating and reviewing such data.

The platform also includes an AI translation engine that can translate privacy notices, consent experiences and cookie preference menus into 22 officially recognised Indian languages. Human review controls remain part of the process.

From consent to data requests

NOVA brings together several privacy functions, including consent and preference management, data subject request workflows, privacy impact assessments and data breach notification support.

It also includes endpoint visibility and data leakage prevention features to help identify sensitive personal files and reduce accidental or unauthorised exposure.

For channel partners and IT service providers, the announcement points to a privacy offering designed for businesses at different stages of growth. Its tiered structure may also create room for partners to discuss privacy requirements with customers that lack dedicated teams.