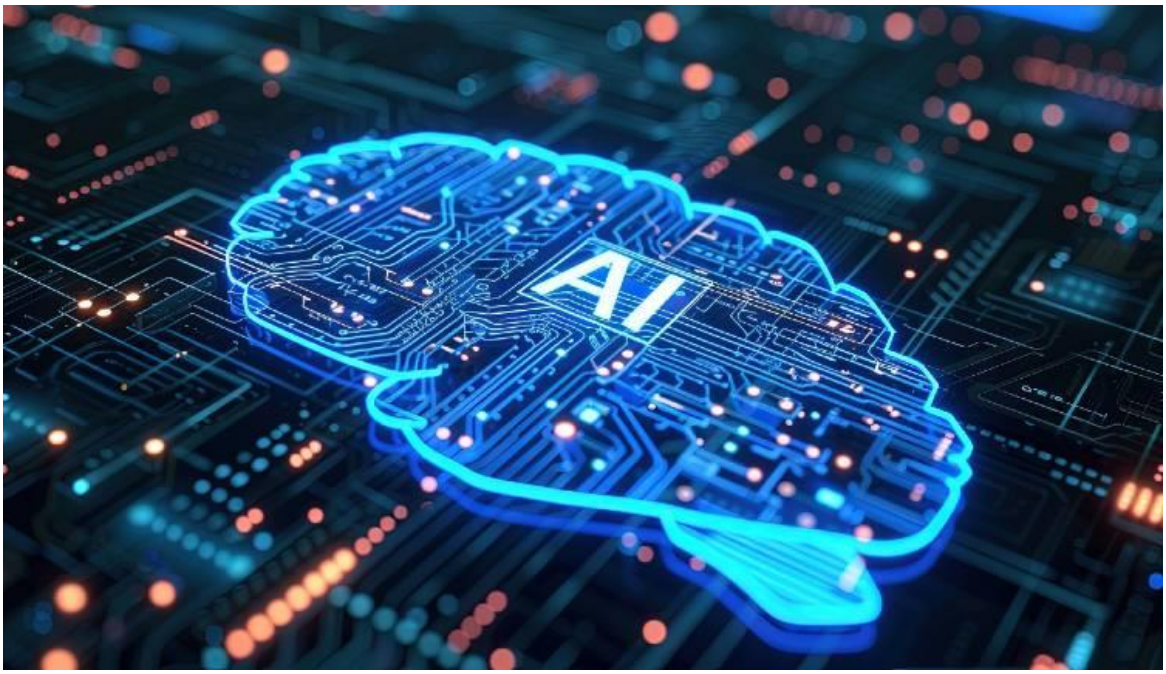
Quick Heal launches AI-powered privacy platform for SMBs to simplify DPDP compliance



Quick Heal Technologies has launched an AI-powered data privacy platform aimed at helping small businesses and mid-sized enterprises manage compliance with India's Digital Personal Data Protection (DPDP) Act.

The offering, Seqrite NOVA Data Privacy, is designed for small office/home office (SOHO) businesses, small and medium businesses (SMBs) and mid-enterprises. It combines data discovery, consent management and privacy operations capabilities to help organisations manage personal data and address compliance requirements with limited manual intervention.

Announced on November 2, 2026, the platform is available in three editions: Lite, Essentials and Professional. Quick Heal said the tiered offering allows businesses to select capabilities based on their operational requirements and expand as their data privacy needs grow.

AI-powered data discovery and classification

The platform uses AI 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, helping organisations locate sensitive information across different data repositories.

The automated discovery and classification capabilities are intended to reduce the manual effort involved in identifying personal data and help businesses determine where additional protection may be required.

Seqrite NOVA also includes an AI-powered language translation engine that supports privacy notices, consent experiences and cookie preference menus in 22 officially recognised Indian languages.

The company said the feature is designed to help businesses communicate privacy information in users' preferred languages, with human review controls retained in the process.

Consent management and data principal rights

The platform includes consent and preference management tools to capture, track and manage customer consent across digital touchpoints. It also supports the management of website cookie preferences.

For organisations handling requests from individuals, the platform provides automated workflows to manage Data Principal requests related to access, correction and erasure of personal data.

The offering also includes privacy impact assessment support and workflows for responding to data breaches, helping organisations manage privacy-related processes and regulatory timelines.

Tiered offering targets businesses of different sizes

Quick Heal said the three editions are designed to address the requirements of businesses at different stages of growth, from smaller operations with limited IT resources to mid-sized enterprises managing larger volumes of personal data.

The platform also includes endpoint visibility and data leakage prevention capabilities, which provide visibility into sensitive personal files across devices and help prevent accidental or unauthorised data exposure.

Harish Kumar GS, CEO of Quick Heal Technologies, said the platform was developed to make data privacy compliance more accessible to businesses with limited resources and specialist IT expertise.

He said the tiered model allows organisations to adopt privacy capabilities based on their requirements and investment levels.

DPDP compliance drives demand for privacy management tools

India's DPDP framework requires organisations handling digital personal data to establish processes for managing consent, responding to Data Principal requests and addressing data breaches.

For smaller businesses, implementing these processes can be challenging because of limited resources, fragmented data repositories and a lack of dedicated privacy teams.

Seqrite NOVA seeks to address these operational challenges by bringing data discovery, consent management and privacy workflows into a single platform.

However, the extent to which the offering can accelerate compliance will depend on how organisations implement its capabilities and align their internal processes with applicable legal requirements.