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Seqrite takes AI-powered DPDP compliance to SMBs with new NOVA offering

The three-tier platform combines AI-powered personal data discovery, endpoint protection and multilingual consent management, giving channel partners an offering for businesses with limited privacy and IT resources.

Quick Heal Technologies is taking its enterprise cybersecurity brand Seqrite's data privacy capabilities to smaller businesses with the launch of Seqrite NOVA Data Privacy, an AI-powered platform to help SOHOs, SMBs and mid-enterprises manage compliance with India's Digital Personal Data Protection (DPDP) Act.

The offering creates an opportunity for Seqrite's channel ecosystem to address businesses that need to identify and protect personal data, manage customer consent and handle Data Principal requests but may lack dedicated privacy teams or specialist IT resources.

NOVA is available in three editions. Lite for SOHO businesses, Essentials for SMBs and Professional for mid-enterprises.

Quick Heal says the tiered model allows businesses to start with the capabilities they need and expand as operations and privacy requirements grow. The company aims to help organisations get started within days, with minimal manual intervention.

The platform brings together several capabilities for channel partners that can be relevant to broader cybersecurity and data protection engagements, including personal data discovery, data leakage prevention, consent management and privacy operations.

Quick Heal Technologies chief executive officer Harish Kumar GS said the company aims to make DPDP compliance less complex and resource-intensive for growing businesses.

"With Seqrite NOVA, we have democratised enterprise-grade privacy technology. Whether you are a SOHO operating a few systems, an SMB scaling up, or a mid-enterprise managing large volumes of customer data, NOVA offers a tailored, AI-powered path to accelerate DPDP compliance with minimal manual intervention, limited reliance on specialist IT skills, and an investment matched to your needs," he said.

NOVA uses AI to find and classify personal data stored across endpoints, cloud applications, databases and unstructured files. It can also identify text in scanned documents and images, helping businesses locate sensitive information without having to review each file manually.

The platform also includes an AI translation engine that can translate customer consent experiences, privacy notices and cookie preference menus into 22 officially recognised Indian languages.

Human review controls remain part of the process.

Data discovery, consent and endpoint protection
NOVA combines data privacy management with endpoint visibility and data leakage prevention. It gives businesses visibility into sensitive personal files across devices and provides controls to prevent accidental or unauthorised data exposure.

Its consent and preference management capabilities automate website cookie preferences and allow businesses to capture, track and manage explicit customer consent across digital touchpoints.

The platform also includes automated workflows for Data Principal requests involving access to, correction of and erasure of personal data. Its advanced privacy operations capabilities provide modular support for structured privacy impact assessments and data breach notification response workflows.

These capabilities could allow partners to take a broader approach to customer engagements, combining endpoint security and data protection with privacy management. The three editions also give partners a product structure to address customers with different operational requirements and levels of complexity.

Partner opportunity needs further clarity

The launch comes as businesses face the operational challenge of identifying personal data across fragmented systems, managing consent and responding to requests from individuals.

For smaller organisations, limited in-house IT expertise and resources can make these processes difficult to establish and maintain.

NOVA's packaged approach addresses this challenge by bringing multiple privacy capabilities into a single offering. Its potential relevance for the channel ecosystem lies in helping partners extend their existing cybersecurity engagements into data privacy and compliance-related services.

However, Quick Heal has not detailed how it plans to take NOVA to market through its partners, whether existing Seqrite partners will receive dedicated training or certification, or what commercial opportunities the product will offer them.

The announcement also does not specify pricing for the three editions, their individual feature differences or licensing structures.