

Streamlining Compliance for India's Digital Personal Data Protection (DPDP) Act, 2023



The Denodo Platform Provides a Single Point of Control for Compliance with the DPDP Act.

India is the second-largest Internet market in the world, boasting over 760 million active users. In 2017, the Supreme Court of India acknowledged the right to privacy in a landmark ruling, and in August 2023, the Indian Parliament passed a comprehensive data protection bill, the Digital Personal Data Protection (DPDP) Act.

The DPDP Act in India strikes a balance between individuals' rights to safeguard their personal data and the need to process this data for legitimate purposes. It sets out requirements for Data Fiduciaries—those who handle the data—and specifies the rights and responsibilities of Data Principals, the individuals who own the data. Additionally, the Act establishes financial penalties for violations.

As of this writing, the act is expected to come into force in 2024 through a government notification, and organizations need to prepare for compliance now.

The DPDP Act applies to digital personal data processed in the territory of India. The DPDP, like the General Data Protection Regulation (GDPR) and similar data privacy laws, also applies to any entity that processes personal data outside the territory of India that relates to any Data Principal within the territory of India.

The Key Roles specified in the DPDP, 2023

DATA PRINCIPAL:

An individual to whom the personal data relates. For a child and a person with a disability, this includes their parent and/or lawful guardian.

DATA FIDUCIARY:

Any person who, alone or in conjunction with other persons, determines the purpose and means of processing personal data. **A Significant Data Fiduciary** may be appointed based on whether there are larger risks, e.g., to the security of the state or to the rights of Data Principals.

DATA PROCESSOR:

Any person who processes personal data on behalf of a Data Fiduciary.

SOLUTION

DPDP Compliance

INDUSTRY

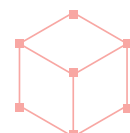
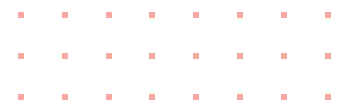
Applicable to all companies with customers in India

WEBSITE

www.denodo.com

PRODUCT OVERVIEW

Denodo is a leader in data management. The award-winning Denodo Platform is the leading logical data management platform for unifying and delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Realizing more than 400% ROI and millions of dollars in business benefits on average, Denodo has hundreds of customers across enterprises in 30+ industries all over the world.



CONSENT MANAGER:

A consent manager represents the Data Principal and takes action on their behalf when granting, managing, reviewing, and revoking consent.

DATA PROTECTION OFFICER:

The point of contact for the grievance redressal mechanism, appointed by a Significant Data Fiduciary.

Key Tenets of the Act:

To comply with the DPDP, organizations (Data Fiduciaries) cannot process personal data without the consent of the Data Principal unless it is for legitimate use or is exempted by the act. They will have to:

- Only collect data that is required for a specific purpose, and delete the data that is no longer necessary, or if the Data Principal withdraws consent.
- Limit the use of personal data to the specific purpose for which the consent was obtained.
- Provide a privacy notice and send a request for consent to the Data Principals. These documents must include the categories of personal data collected, the specific purposes for which it is collected, and the procedures for exercising consumer rights, revoking consent, and filing complaints with the Data Protection Board.
- Ensure the accuracy, completeness, and consistency of the personal data processed.
- Implement safety measures to prevent data breaches and incorporate technical and organizational measures to comply with the obligations.
- Report all data breaches to the Data Protection Board as well as to the affected person.

Challenges related to compliance with DPDP 2023

Many companies will find it challenging to comply with DPDP, since data is often stored across myriad heterogeneous data sources, both on premises and in the cloud. In addition, many businesses in India have relied upon international data centers for data storage and its processing, and will need measures to govern that data.

Companies may need to report on where specific records are stored, where they are transferred to, and who has the authority to view it. In many cases, they may also be called upon to explain their rationale for all technical decisions.

To prepare for DPDP compliance, companies will need a bird's-eye view of all their data and a way to establish security controls over the entire infrastructure from a single point.

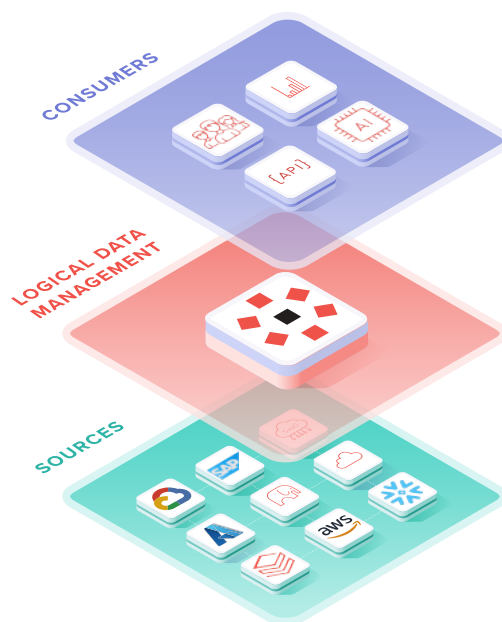
Logical data management provides this capability, enabling companies to quickly and easily comply with the DPDP without investing in new hardware or re-building existing systems from the ground up.

Logical Data Management with the Denodo Platform, for Seamless DPDP Compliance

The Denodo Platform, the leading logical data management platform, unifies disparate data into a single access layer, so all data consumers in the business can discover and consume the data they need.

The Denodo Platform also enables organizations to define and enforce comprehensive access controls – reporting, auditing, and other actionable risk and compliance management activities – directly from this same layer, leveraging data in the same structure and format that the business has defined.

By embedding data governance and compliance in the same layer that delivers data to the business, companies can achieve compliance and manage risks across all data sources and silos, without sacrificing agility and competitiveness.





A UNIFIED SEMANTIC LAYER

The Denodo Platform connects to disparate data sources in real time to seamlessly establish a unified semantic layer that provides business users with data in the language of the business, at the speed that the business requires. In the view enabled by this unified semantic layer, all data governance and compliance policies are automatically enforced across all of the underlying data sources. This creates confidence in Data Principals that their personal data will be protected.



CENTRALIZED CONTROL

With the ability to access and manage all data sources from a single point of control, stakeholders can enforce data privacy, data governance, and security policies across all data sources without the time-consuming, error-prone work of implementing policies in each individual data source.



REAL-TIME TRACKING

With real-time access to data, the Denodo Platform supports real-time alerting and continuously updated usage reports. Administrators can set thresholds to trigger automatic actions, or immediately respond to DPDP violations or potential breaches. The Denodo Platform gives organizations the upper hand in all governance, risk, and compliance activities.



CONSOLIDATED REGULATORY REPORTING

By unifying access to disparate data sources, the Denodo Platform enables consolidated reporting for all stakeholders and external regulatory bodies, including financial reporting; environmental, social and governance (ESG) reporting; sustainability reporting; and data privacy compliance reporting. Such reports can include data lineage and usage tracking, all the way back to the original source systems, for additional compliance support. This enables Indian organizations to quickly and easily demonstrate compliance with DPDP policies.



ROLE AND ATTRIBUTE-BASED ACCESS CONTROLS

Access policies can be defined based on user roles as well as user attributes, such as organization, physical location, project codes, and other parameters. For example, employees working from home or on business travel may not have the same level of access as they do when they are in the office or on a secure network. This will enable organizations to implement the technical measures to protect personal data as defined in the DPDP.

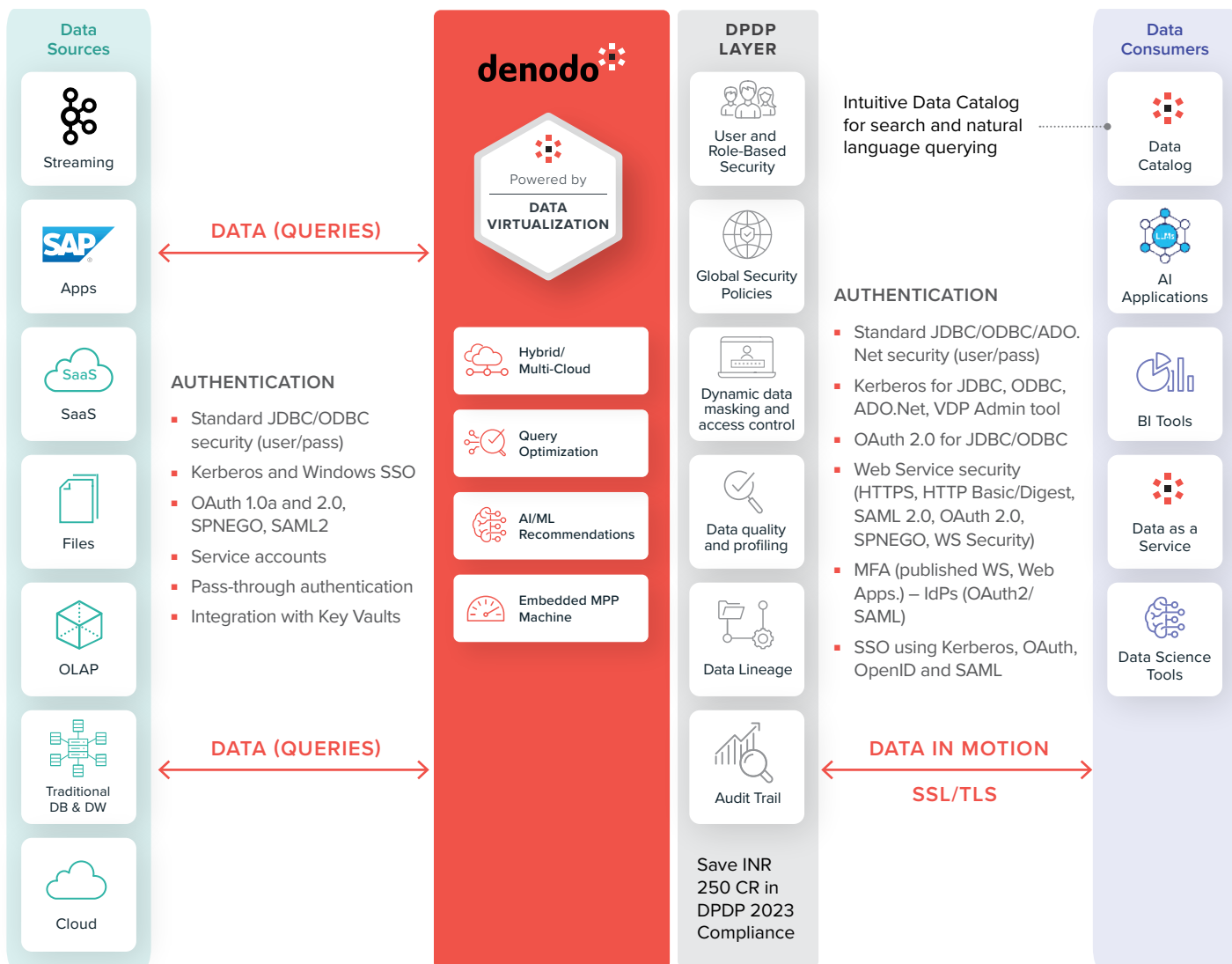


GLOBAL POLICIES

The Denodo Platform enables the definition of global policies based on view or column attributes within the semantic layer, enabling precise control over data access. This includes semantic security policies for masking, encryption, and data restrictions, for more effective compliance with security classifications and business requirements. Again, this will help implement the technical measures required by the DPDP, quickly and easily.

See the figure on the following page for a snapshot of how the Denodo Platform can help meet DPDP requirements.





ROLE	BENEFIT
Data Principal	<ul style="list-style-type: none"> Peace of mind that personal data is protected. The Denodo Platform does not replicate data - so data is used and collected only for a specific purpose and data is 'minimized.'
Data Fiduciary/Significant Data Fiduciary, Data Processor	<ul style="list-style-type: none"> The Denodo Platform provides comprehensive RBAC, ABAC, and global security policies. It can monitor who is accessing personal data. It can implement data rules for out-of-compliance situations. The Denodo Platform's data profiling tool can help detect inaccuracies. Data can be secured, at rest and in transit, using encryption.
Consent Manager	<ul style="list-style-type: none"> The Denodo Platform enables workflow requests for access requests, data quality issues, and metadata changes. It enables endorsements, warnings, and deprecations.
Data Protection Officer	<ul style="list-style-type: none"> The Denodo Platform's data catalog provides a simple search mechanism for an intuitive discovery process. The Denodo Platform enables the querying of data using natural language. Audit trail and lineage is available for on- and off-premises processed data. Stakeholders can add and search by metadata, such as categories and tags.

Case Studies

Case Study: DNB

DNB is Norway's largest financial services group with 2.1 million customers in Norway alone. DNB was maintaining a highly complex data landscape, with more than 40 data sources, including multiple on-premises data warehouses such as Oracle and Teradata, and an AWS data lake.

DNB developed a self-managed analytics ecosystem, fully deployed in AWS, called Insights Platform for Analytics (IPA), and integrated it with the Denodo Platform, to deliver mobile banking and advanced analytics use cases such as personalized pricing and better product recommendations.

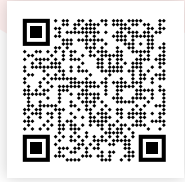
The Denodo Platform provided a single point of controlled access to over 4,000 enterprise data warehouse views, 9 billion customer transactions, and digital clickstream data from DNB's digital channels.

The Denodo Platform provides the logical data management capabilities to integrate a great many systems at DNB for GDPR "Right of access" reporting.



"The Denodo Platform has eased data integration and data sharing and has provided a self-service data platform that follows data mesh principles."

Olav Lognvik, Lead Architect, DNB



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"The Denodo Platform enabled us to operate with protected data in the public cloud, which was the core goal. We also saw improved time-to-market as we had greater confidence with a layered defense."

Steve Etchelecu,
Solution Architect at **Albertsons**



Case Study: Albertson's

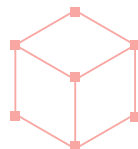
Albertson's is the second largest supermarket chain in North America. The company was looking for a way to securely launch customer marketing campaigns as part of the company's digital transformation program on Azure cloud.

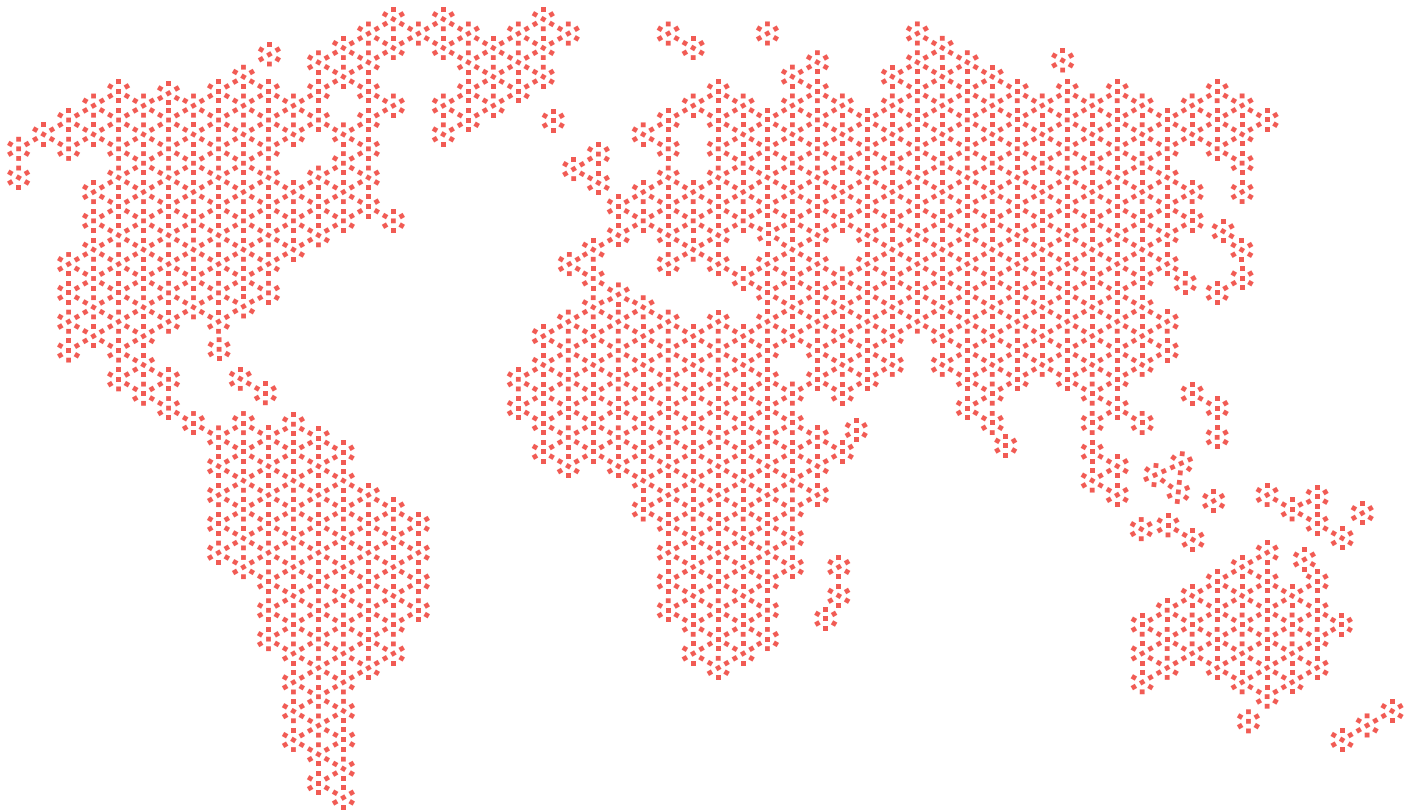
This involved identifying a secure way to mask customer data so that only authorized individuals could access it, and so that Albertsons could comply with both the GDPR and the California Privacy Rights Act (CPRA).

Albertson's leveraged the Denodo Platform to control and secure access to millions of rows of customers' personal information by integrating Protegrity and enabling role-based access control to restricted data elements.

Access to detokenized PII/PHI data was provided only to a specific group of authorized users, through a logical interface.

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Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.

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