



Does DPDP Apply to My Business?

Applicability is set by Section 3. For almost every business that handles customer data, the answer is yes.

■ You Are Covered If...

- You collect customer data digitally (site, app, WhatsApp)
- You write it on paper, then type it into software
- You're outside India but sell to people in India
- You store staff records digitally

■ The Only Exceptions

- Purely personal / household use (your own contacts)
- Data already lawfully made public
- Neither usually helps a real business

■ No SMB Exemption

- There is no size or turnover exemption today
- Govt may exempt startups (S.17) — but hasn't
- Assume you're covered and start now

■ What About Staff?

- Employee data is covered
- Employment is a "legitimate use" — no consent needed (S.7)
- But security, rights & deletion still apply
- Check yourself: easydp.in/checker



Scan to read the full guide
easydp.in/blog/does-dpdp-apply-to-my-business/