



The DPDP Breach-Response Checklist

What to do the moment you become aware of a personal data breach — the Rule 7 sequence on one page. Pin this where your team will find it under pressure.

■ First Hour: Contain & Declare

- Declare the incident; note the exact awareness time
- Contain the breach — revoke access, isolate systems
- Start the incident log: what, when, who, how found
- The 72-hour clock runs from awareness, not occurrence

■ Without Delay: Notify People

- Tell every affected customer: nature, consequences
- Include: your mitigation, their safety steps, a contact
- Use the language they consented in
- Send the initial intimation to the Board in parallel

■ Within 72 Hours: Board Filing

- File detailed particulars with the DPB
- Cover: cause, extent, mitigation, remediation
- Need more time? Request extension in writing
- Keep proof of every notification sent

■ Penalties & Prevention

- No breach report: up to ₹200 Cr
- Underlying security failure: up to ₹250 Cr
- Never hide a breach — speed beats secrecy
- Post-incident: fix the root cause, update the plan



Scan to read the full guide
www.easydp.in/blog/dpdp-breach-notification-72-hour-rule/