

**EasyDP**

India's DPDP compliance layer

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REFERENCE

# DPDP for Online Sellers

Every order collects personal data — name, address, phone, payment. What e-commerce and D2C brands must do before 13 May 2027.

## ■ Your Collection Points

- Checkout forms & guest emails
- WhatsApp / Instagram order chats
- COD confirmation calls
- Newsletter popups, reviews, ad pixels

## ■ Your Duties

- Consent checkbox at checkout — never pre-ticked (S.6)
- Plain-language notice, customer's language (S.5, R.3)
- Marketing needs its own opt-in — not the delivery number
- Courier & gateway contracts need DP clauses (S.8(2))

## ■ Do This Now

- Map every place order data lives
- Add the consent line to checkout & chats
- Set a deletion routine for stale lists (S.8(7))
- Publish how customers can ask / correct / delete

## ■ Watch Out

- Purchased lists = no consent trail
- Marketplace data reaching you = your duty
- Breach of order data: 72-hour clock (R.7)
- Penalties up to ₹250 Cr

**Scan to read the full guide**[www.easydp.in/blog/ecommerce-dpdp-compliance-guide/](https://www.easydp.in/blog/ecommerce-dpdp-compliance-guide/)**EasyDP — DPDP consent, notices & audit trails**

General information, not legal advice.