

**EasyDP**

India's DPDP compliance layer

www.easydp.inINSTAGRAM SELLERS — DPDP
QUICK REFERENCE

DPDP for Instagram Sellers

DMs are digital. Names, addresses and payments in Instagram DMs are personal data under Section 3(a)(i).

What You Collect

- Username, full name, delivery address
- Phone number for delivery
- Payment screenshots (financial data)
- Anything you screenshot or copy to a sheet

What You Must Do

- Pre-collection consent notice before taking an address
- Publish a privacy notice (link in bio)
- Answer access & deletion requests (S.11–12)
- Share addresses only with your courier

Do This Now

- Add a consent line to every first order DM
- Set up a privacy page (Linktree / Beacons)
- Keep a simple consent log
- Delete a customer's data within 30 days of asking

Watch Out

- DM screenshots in your camera roll = stored records
- Broadcast channels ≠ marketing consent
- No reusing delivery data for promos without consent
- Mishandled request: up to ₹50 Cr

**Scan to read the full guide**www.easydp.in/blog/instagram-sellers-dpdp-guide/**EasyDP — DPDP consent, notices & audit trails**

General information, not legal advice.