



You Have Rights Over Your Own Personal Data.

A plain-English guide to your rights as a “Data Principal” under India’s Digital Personal Data Protection Act, 2023 — wherever in the world the business holding your data is based — and exactly how to exercise them.

SWIPE →



Who counts as a “Data Principal”?

If any business — anywhere in the world — processes your personal data, and either operates within India or offers goods or services to people in India, you are a Data Principal. The law follows your data, not the company's postal address.

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IN PLAIN ENGLISH

You (the user / customer)

“Data Principal”

The business holding your data

“Data Fiduciary”

Applies to businesses based

in India, or anywhere — if serving India

Your rights over your data

Sections 11–14, DPDP Act

SOURCE

DPDP Act, 2023 — Section 3(a)–(b) (territorial application)



WHO THIS APPLIES TO

This isn't just for big companies.

- A “Data Fiduciary” is any person — an individual, a firm, a company, incorporated or not — who decides why and how personal data is processed.
- That covers a local apparel shop tracking customers for a rewards programme, an Instagram or Facebook seller taking orders over DM, a WhatsApp Business account — anyone digitising customer names, numbers or addresses for their business.
- The main carve-out: personal data an individual processes purely for personal or domestic purposes, not while running a business.
- A website isn't mandatory — but the business must still publish, somewhere, how you can exercise your rights: an Instagram bio, a WhatsApp catalogue note, even a printed notice in-store.

SOURCE

DPDP Act, 2023 — Section 2(i), 2(s), 3(a), 3(c)(i); DPDP Rules 2025 — Rule 14(1)



Order updates vs. marketing are different.

- Using your phone number to send order or delivery updates can rely on the data you voluntarily gave for that purpose — as long as you haven't opted out.
- Using that same number to send promotions or offers is a different purpose, and needs its own free, specific, informed consent — it can't just be assumed.
- A business bundling “yes to order updates” with “yes to marketing” into one checkbox isn't how the law is meant to work.

03

SOURCE

DPDP Act, 2023 — Section 7(a) (legitimate use); Section 6(1) (specific, purpose-limited consent)



MINORS ARE A SPECIAL CASE

Minors need parental consent — everywhere they're online.

- Anyone under 18 is a “child” under the Act. Before processing a child's personal data, the Data Fiduciary must get verifiable consent from a parent or lawful guardian — no exceptions for the type of product.
- It doesn't matter whether it's a game a child plays, a learning app tracking their progress, or an educational institution's own systems — if it collects a child's personal data, this applies.
- Two more rules stack on top: no processing that could harm a child's wellbeing, and no behavioural tracking or targeted advertising directed at children, at all.
- A narrow, government-notified exemption lets schools, clinics and crèches do limited safety- or education-related tracking without fresh consent — it is not a blanket pass for every app that calls itself educational.

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SOURCE

DPDP Act, 2023 — Section 2(f), Section 9(1)–(4); DPDP Rules 2025 — Rule 10, Rule 12 & Fourth Schedule



Right to Access Information

- Ask any business for a summary of the personal data it holds about you, and how it's being processed.
- You can also ask for the identities of every other business or vendor it has shared your data with.

SOURCE

DPDP Act, 2023 — Section 11(1)(a)–(c)



Right to Correction & Erasure

- Wrong address, misspelt name, outdated details — you can require a business to correct, complete, or update them.
- You can also demand erasure, unless the business is legally required to retain that data (e.g. tax records).

SOURCE

DPDP Act, 2023 — Section 12(1)–(3)



Right to Grievance Redressal

- Every business or Consent Manager must give you a readily available way to complain.
- They must respond — DPDP Rules 2025 caps that response at a maximum of 90 days.
- Raise it with the business first; escalate to the Data Protection Board only after that.

SOURCE

DPDP Act, 2023 — Section 13(1)–(3); DPDP Rules 2025 — Rule 14(3)



Right to Nominate

- Name one or more people you trust to exercise these rights on your behalf.
- Applies if you die or become incapacitated — especially relevant for financial or health accounts.

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SOURCE

DPDP Act, 2023 — Section 14(1)



YOU MUST BE TOLD

If they lose your data, they have to tell you.

- A “personal data breach” is any unauthorised processing, disclosure, alteration, loss, or loss of access to your personal data — accidental or not.
- When one happens, the Data Fiduciary must intimate both the Data Protection Board and every affected Data Principal — that's you — without delay, with a fuller report to the Board to follow.
- The notice must tell you what happened, what data was exposed, and what to do next — so you know to watch for spam calls, phishing attempts, or fraud using your exposed details.
- There's no “too small to report” exception — every breach triggers this duty, regardless of scale.

SOURCE

DPDP Act, 2023 — Section 2(u) (personal data breach), Section 8(5)–(6); DPDP Rules 2025 — Rule 7



How to actually use these rights

- 1 Find the request channel — every business must publish one, whether that's a website, an app, or a social profile.
- 2 Identify yourself using the details the business asks for (email, phone, customer ID).
- 3 State clearly which right you're exercising: access, correction, erasure, or a grievance.
- 4 Track the clock — grievances must get a response within 90 days.
- 5 Escalate to the Data Protection Board only after the business's own process is exhausted.

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SOURCE

DPDP Rules, 2025 — Rule 14(1)–(3); DPDP Act, 2023 — Section 13(3)



Your duties as a Data Principal

- Comply with applicable laws while exercising your rights.
- Don't impersonate anyone when providing your data.
- Don't suppress material information on official documents or ID proofs.
- Don't file false or frivolous grievances.
- Give only verifiably authentic information when requesting correction or erasure.

SOURCE

DPDP Act, 2023 — Section 15(a)–(e)



SOURCES & ATTRIBUTION

Nothing here is unsourced.

Ministry of Electronics & IT, Government of India — The Digital Personal Data Protection Act, 2023 (Act No. 22 of 2023) — Sections 2, 3, 4, 6, 7, 8, 9, 11, 12, 13, 14 and 15.

The Digital Personal Data Protection Rules, 2025 (G.S.R. 846(E), notified 13 November 2025) — Rule 7 (breach intimation), Rule 10 (verifiable consent for children), Rule 12 & Fourth Schedule (narrow exemptions), and Rule 14, “Rights of Data Principals.”

Commencement: Sections 2–15 of the Act are in force since 13 November 2025. Rule 14’s procedural detail (published request channels, the 90-day grievance cap) comes into force 13 May 2027, per Rule 1(4).

General information about the DPDP Act 2023 and DPDP Rules 2025, not legal advice. Verify against the current notified text for your specific situation.





[READ THE FULL GUIDE](#)

Every right. Every step. Every citation.

The complete guide breaks down all four rights, your duties, and exactly how to exercise each one — fully cited against the DPDP Act, 2023 and DPDP Rules, 2025.

[Read More: easydp.in/blog/know-your-rights-as-a-user-dpdp](https://easydp.in/blog/know-your-rights-as-a-user-dpdp)





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