



DPDP for Marketing Agencies

Client audience files, lead exports, CRM access — you process personal data on your clients' behalf. That's a Data Processor role (S.8(2)).

■ The Processor Rules

- Process on client instructions only
- Never reuse one client's data for another
- Know your sub-processors (tools, freelancers)
- Delete / return data when engagements end

■ Campaign Rules

- Cold purchased lists = no consent trail
- Lead forms must name their real purposes
- No tracking / targeted ads at children (S.9(3))
- Retargeting is only as lawful as the source consent

■ Do This Now

- Get a clean, ready-to-sign DPA
- Inventory which tools hold which client data
- Agree an incident flow: report up immediately
- Clean your own house — your newsletter list counts too

■ Why It Pays

- Client CAs now audit processor contracts
- The agency with a ready DPA wins the review
- Package consent-safe flows into retainers
- Burned compliance = lost clients



Scan to read the full guide

www.easydp.in/blog/marketing-agencies-dpdp-guide/

EasyDP — DPDP consent, notices & audit trails

General information, not legal advice.