

**EasyDP**

India's DPDP compliance layer

www.easydp.inWHATSAPP SELLERS — DPDP QUICK
REFERENCE

DPDP for WhatsApp Sellers

Take orders on WhatsApp? Every name, number and address is personal data under Section 3(a)(i).

What Counts as Data

- Customer name + phone number
- Delivery addresses sent via DM
- UPI IDs and payment confirmations
- Your broadcast list itself

Your Three Musts

- Consent notice before collecting data (S.6)
- Answer access & deletion requests (S.11–12)
- Secure the data you hold (S.8(5))
- Use WhatsApp Business + two-step verification

Do This Now

- New customers: consent message before first order
- Existing list: send a one-time re-consent
- Add "Reply STOP to unsubscribe" to promos
- On "remove me" → delete from all lists

Watch Out

- Broadcast list = a database of personal data
- Don't forward customer details to personal chats
- No consent: up to ₹50 Cr
- A data leak from your phone: up to ₹250 Cr

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

General information, not legal advice.