



# DDPDP

## Dilemma with

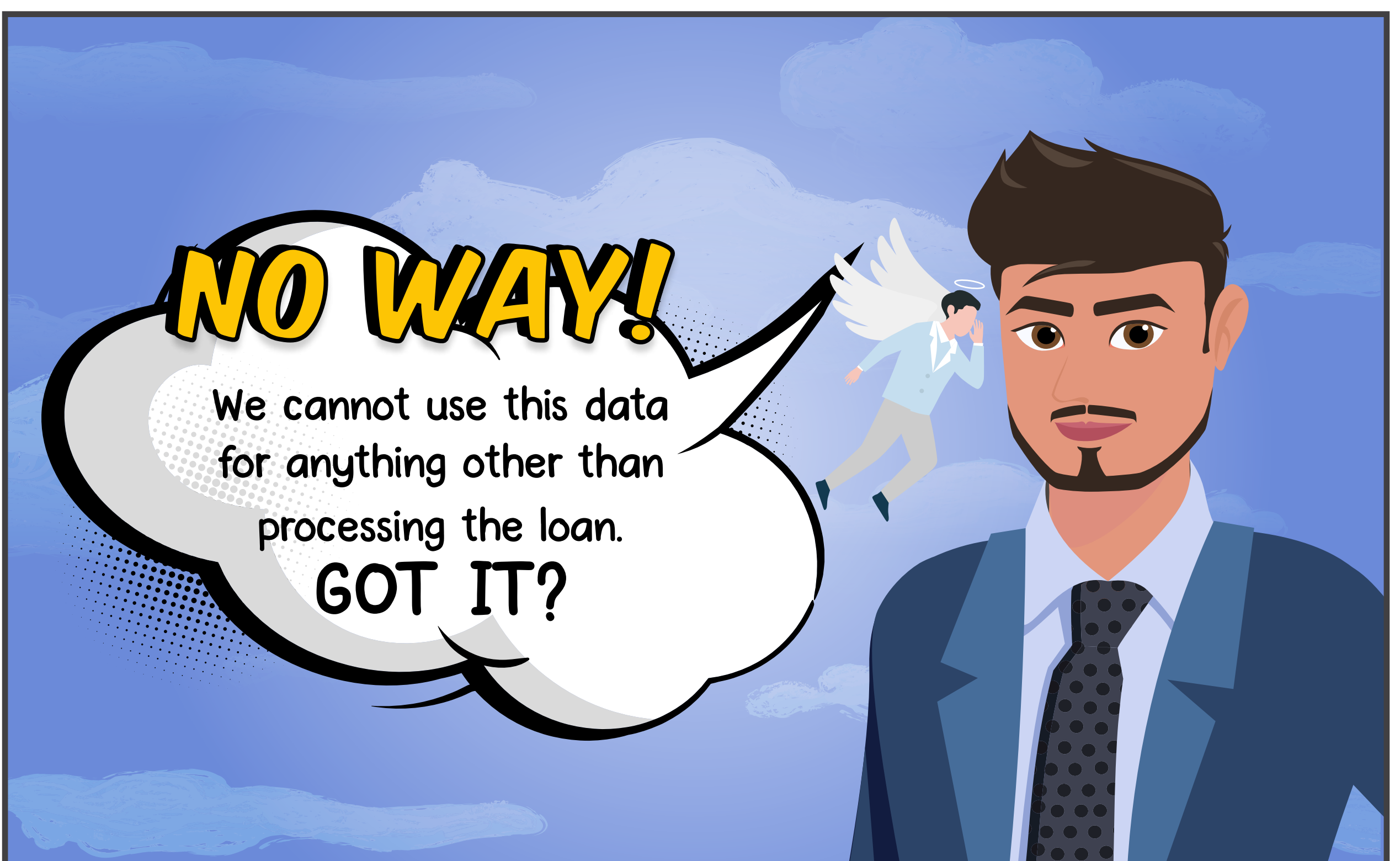
### CONSENT CHAUDHARY



DO IT!

NO!

Trader Tomar is applying for a working capital loan.



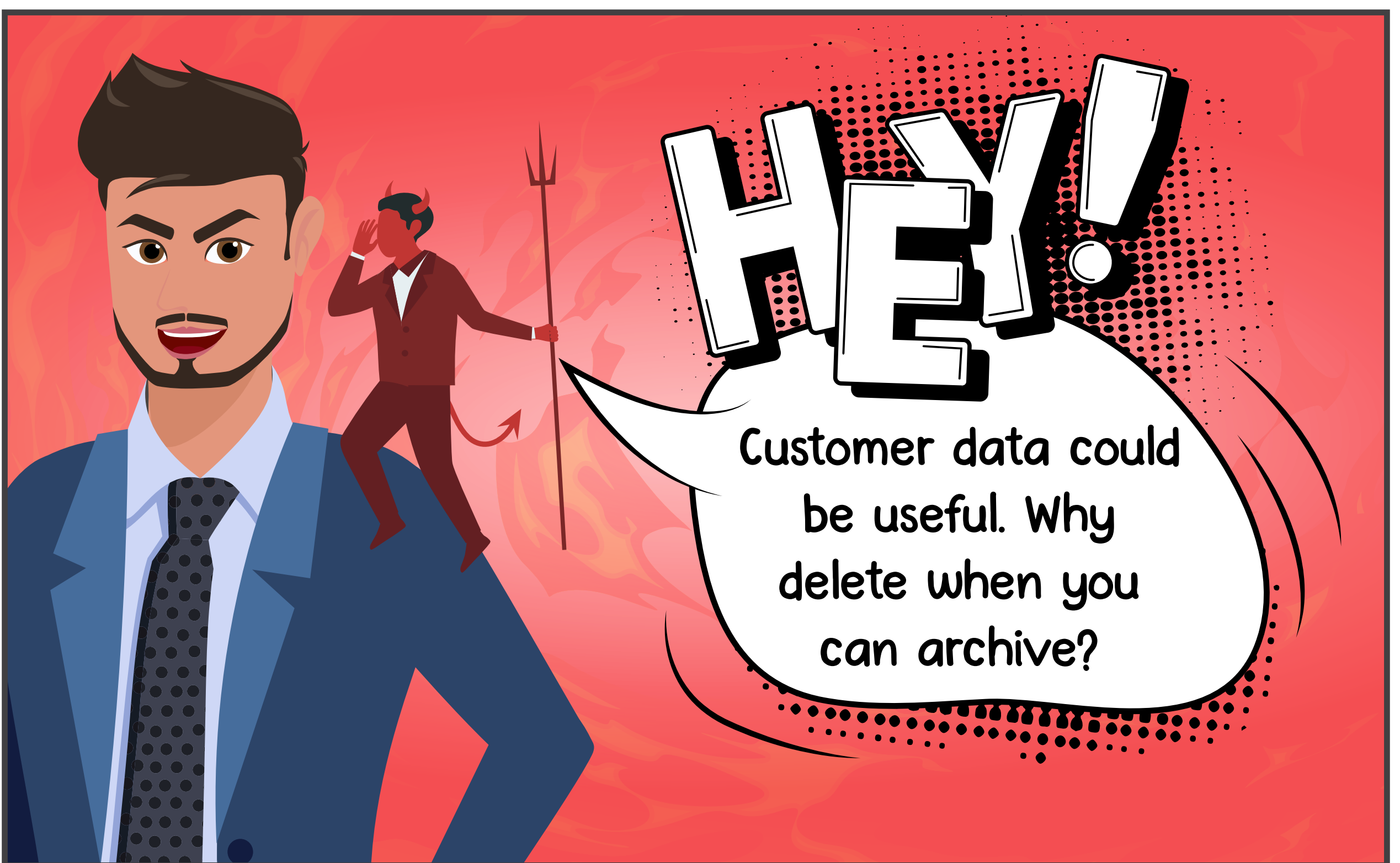
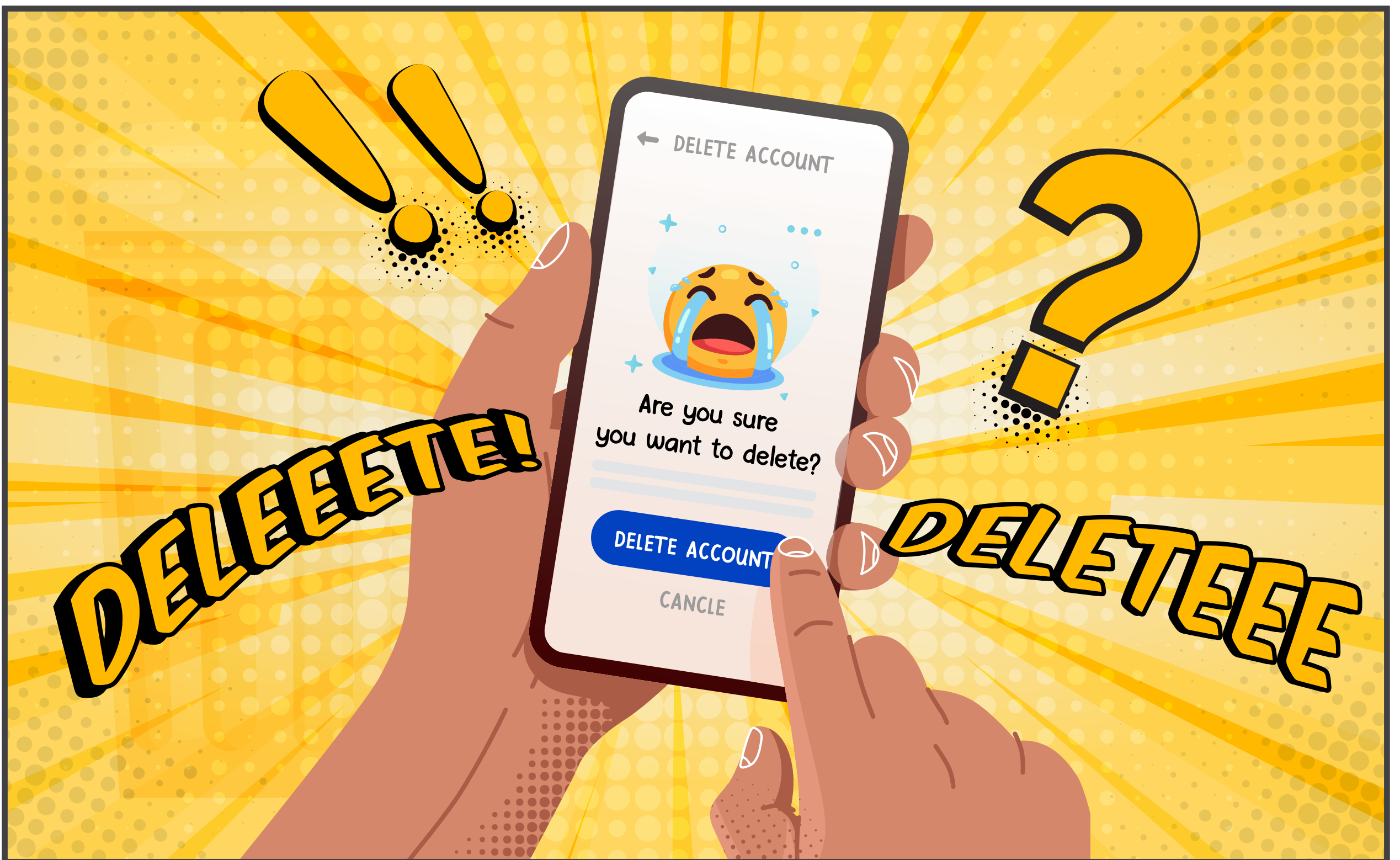
Sunita is filling out a personal loan form.

- Aadhaar Card
- PAN Card
- Driving licence
- Date of birth
- Email ID ❌

Please provide your email ID to continue

CONTINUE





DF - Data Fiduciary, entities that determine the purpose & means of processing personal data.  
DP - Data Processor, entities that process personal data on behalf of DF.

Raj is calling his CISO as there has been a data breach.

Sir, sorry to inform you.  
There's been a data breach.

DATA  
PROCESSOR



It's at the DP's end.

Not your  
PROBLEM!



No!

It is your problem.  
PII data is your responsibility.  
Inform customers immediately!

Rajesh is reading the Terms and conditions in a vehicle loan application.

**Hmm...**

So long & confusing.  
Maybe I'll just  
accept it.



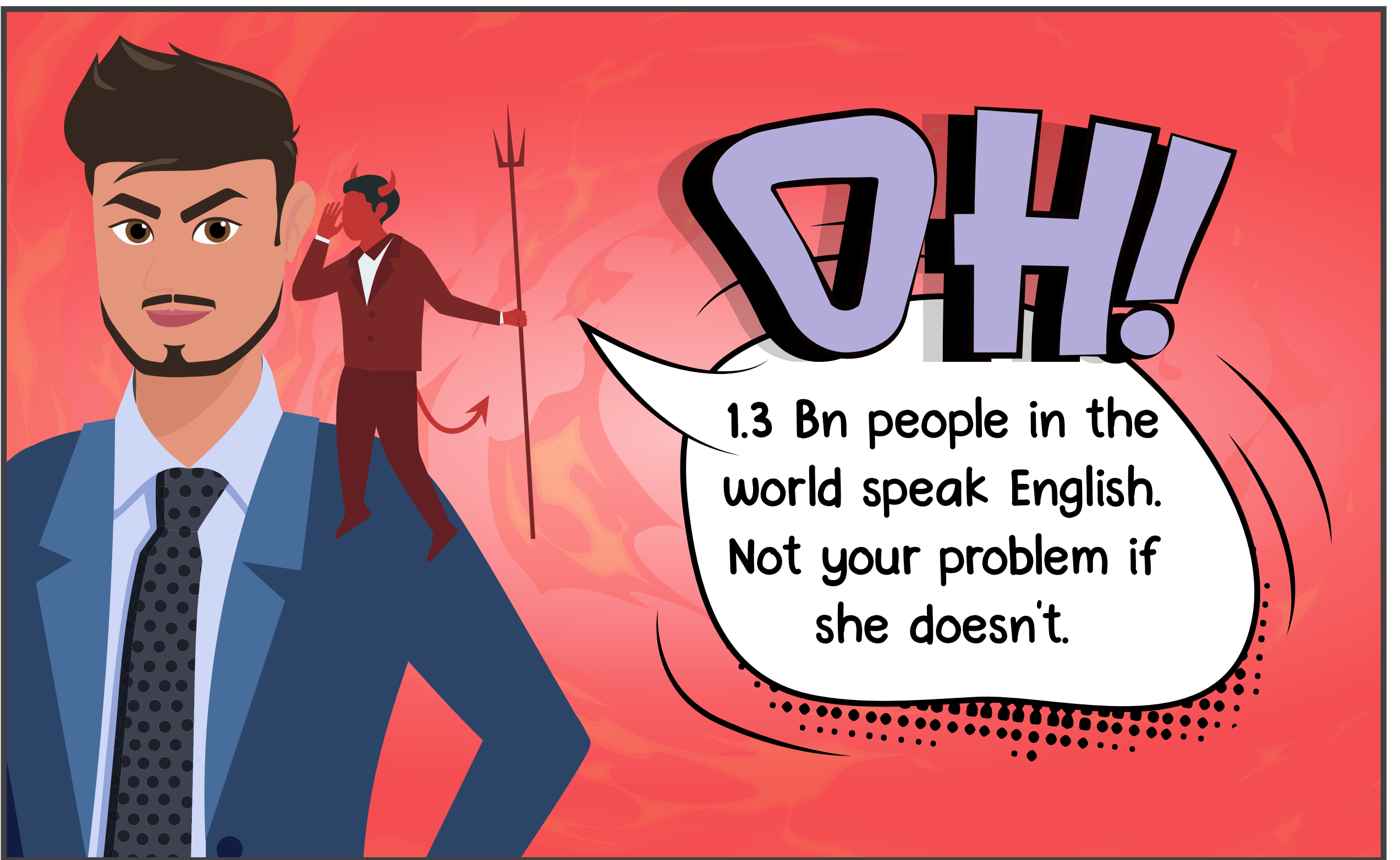
**HAHA  
GOTCHA!!!!**

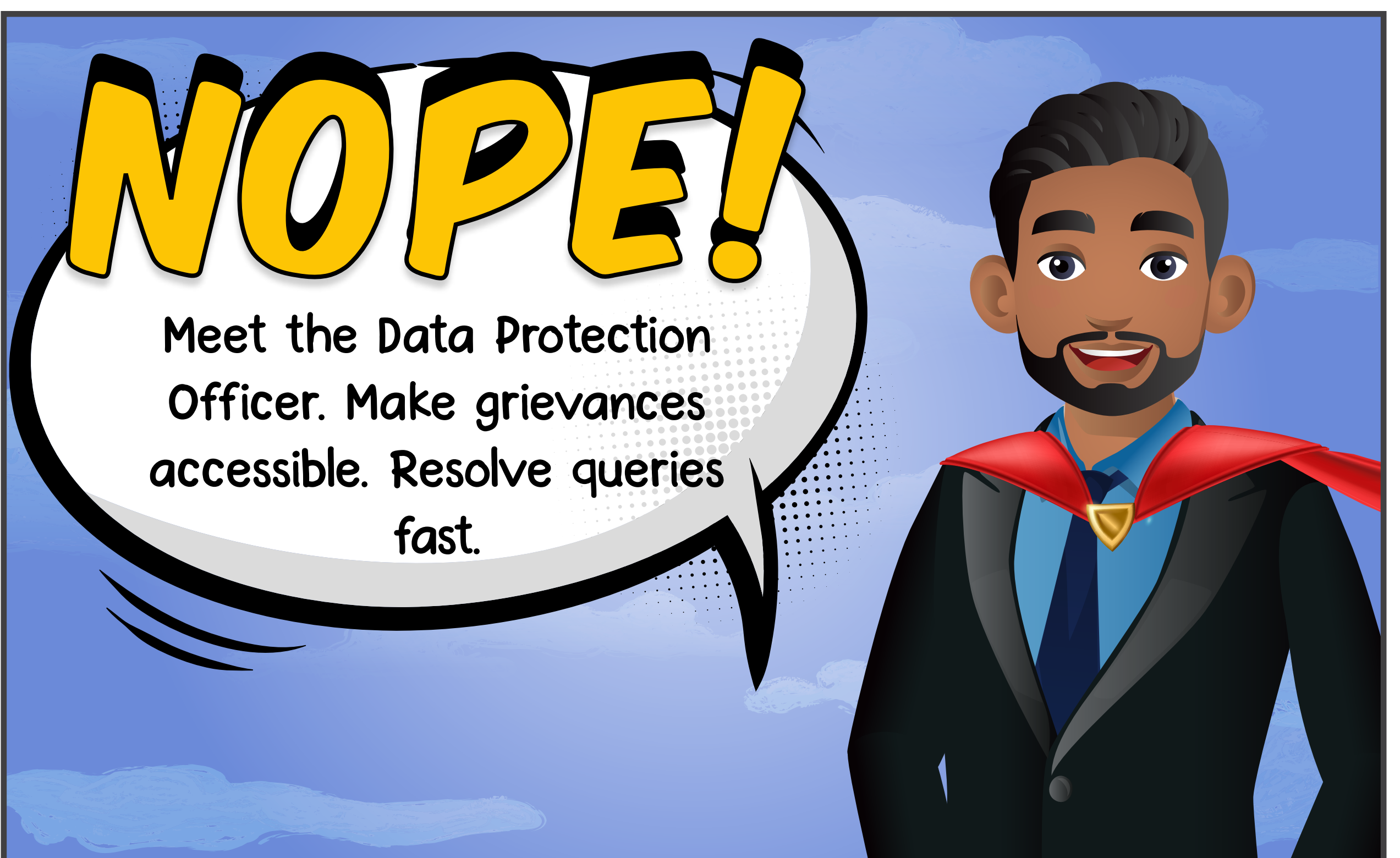


**NOT ANYMORE!**

You need to simplify this.  
Everyone should know  
what exactly they are  
signing up for.











Don't worry  
about the DPDP Act  
**IT'S JUST A TREND.**



It's here  
to stay.

**GET  
YOURSELF  
READY.**



Get in touch with IDfy today!

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