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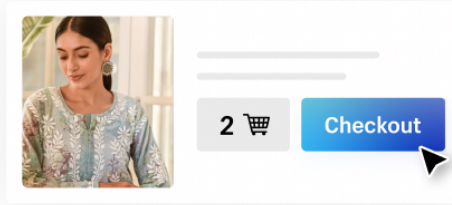


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The proposed DPDP rules challenge marketers to rethink strategy

The push for stringent data protection laws mirrors global trends akin to European Union's General Data Protection Regulation (GDPR) that protects the privacy and security of personal data.

Written by Geetika Srivastava

January 8, 2025 10:40 IST

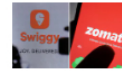


Additionally, withdrawing consent must be as seamless as granting it.

For years, the \$916-billion Indian marketing industry has relied on an abundance of personal data to craft targeted campaigns, often without explicit user consent. Clearly, there was significant disconnect between consumers and their personal data and how the companies that collect it, use it. The proposed Digital Personal Data Protection (DPDP) Rules have the capacity to disrupt this framework, handing the lever to the consumer. "Brands must now focus on creating value exchanges where consumers willingly share data because they see tangible benefits, not just because they have no other

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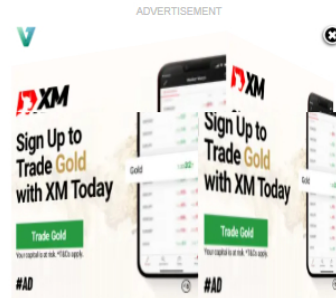
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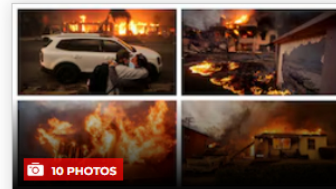
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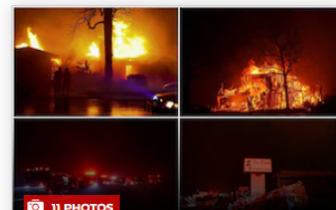
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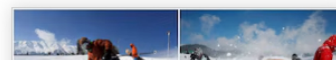


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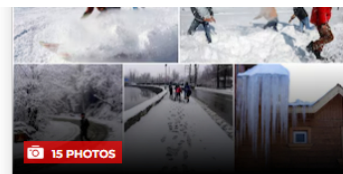


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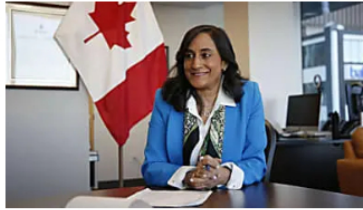
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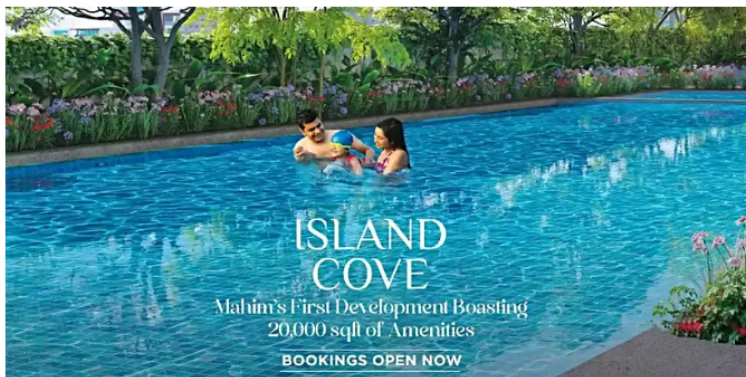
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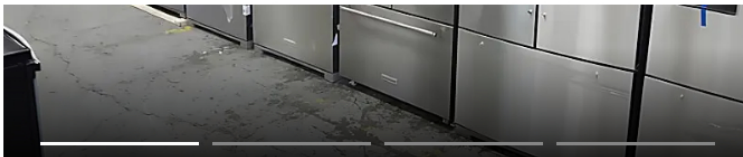
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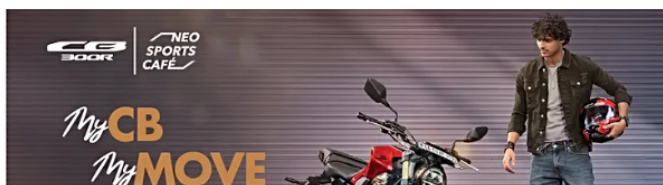


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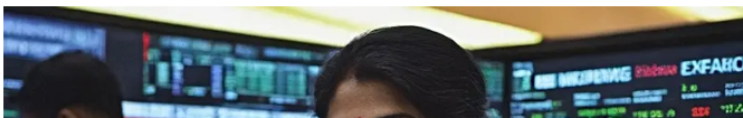
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