



Privado.ai

Privacy management
for digital products

KPMG. Make the Difference.



Many privacy risks originate within digital products, yet privacy teams often lack clear insight into how these platforms collect, process, and transfer personal data



Excessive permissions set to collect & share sensitive data



Firing 3rd party pixels without obtaining consent



Unapproved third parties/ APIs integrated in websites & apps

Privado.ai enables increased visibility & governance over digital platforms & products

Websites:

Identify privacy risks by scanning websites

Mobile Apps:

Identify privacy risks by scanning mobile apps

Source Code:

Identify risks before go live by scanning code of web, app & products

Marketing Tools:

Scan tag managers and CDPs to uncover data sharing risks

Get real time visibility on what data is shared

Proactively identify shadow data collection practices

Honor consent preferences set by the customers

KPMG can assist with one-time or continuous assessment

One Time



Privacy Risk Assessment

Evaluate data privacy risks in digital platforms & products



Data Mapping

Understand data movement across systems



Third Party & SDK Analysis

Assess risks related to external tools & integration



Compliance Assessment

Assess adherence to data protection regulations



Automated Code Scanning

Identify data flows within code for insights



Auto Privacy Assessments

Create automated RoPAs, PIAs, DPIAs, reports



Privacy Risk Identification

Detect excessive collection and unauthorized sharing.

Continuous assessment

KPMG in India contacts:

Nitin Shah
Partner & Head
Cyber Security Strategy & Governance
E: nitinshah@kpmg.com

Shikha Kamboj
Partner
National Lead, Data Privacy and Ethics
E: skamboj@kpmg.com

Vipul Ubale
Associate Partner,
Data Privacy and Ethics
E: vipulubale@kpmg.com

kpmg.com/in

kpmg.com/in/socialmedia



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

KPMG Assurance and Consulting Services LLP, Lodha Excelus, Apollo Mills Compound, NM Joshi Marg, Mahalaxmi, Mumbai - 400 011 Phone: +91 22 3989 6000, Fax: +91 22 3983 6000.

© 2025 KPMG Assurance and Consulting Services LLP, an Indian Limited Liability Partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

This document is for e-communication only.