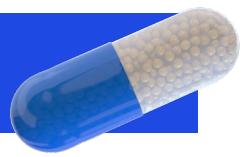


# The privacy prescription

**Impact of DPDP Act and rules in  
healthcare and life sciences sector**



# Implications of DPDP and action plan



The **Digital Personal Data Protection (DPDP) Act, 2023**, along with the 2025 Rules, introduces a stringent privacy regime for India's healthcare and life sciences sector, which handles highly sensitive health data.

## Key Implications

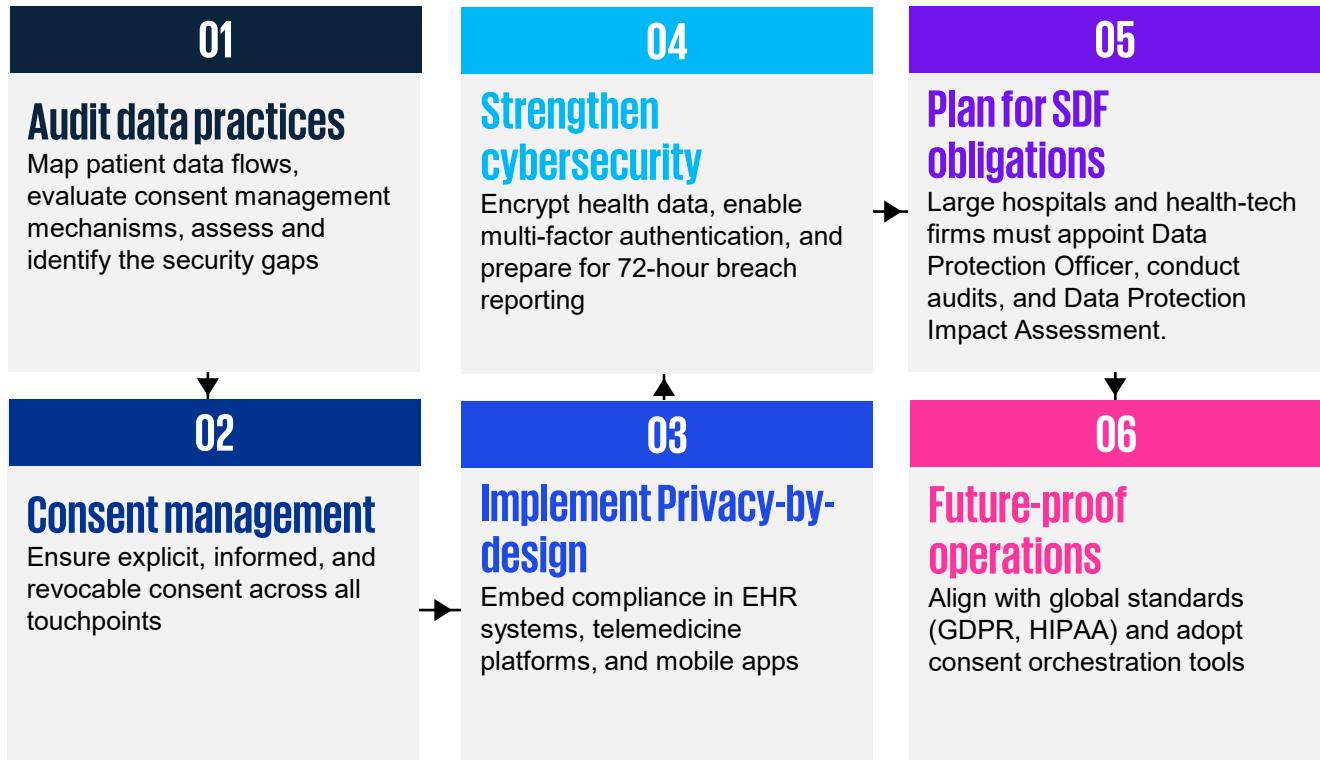
- **Consent-centric processing:** Explicit, informed consent is mandatory for collecting and using patient data. Blanket or implied consent is invalid
- **Patient rights:** Individuals can access, correct, and erase their health data, systems must be designed to ensure compliance
- **Data minimisation and purpose limitation:** Only necessary data for treatment or research can be processed; secondary use without consent is prohibited
- **Governance and accountability:** Appointment of Data Protection Officers (DPOs), breach reporting within 72 hours, and Data Protection Impact Assessments (DPIAs) for high-risk activities are mandatory.

## Leveraging DPDP for advantage



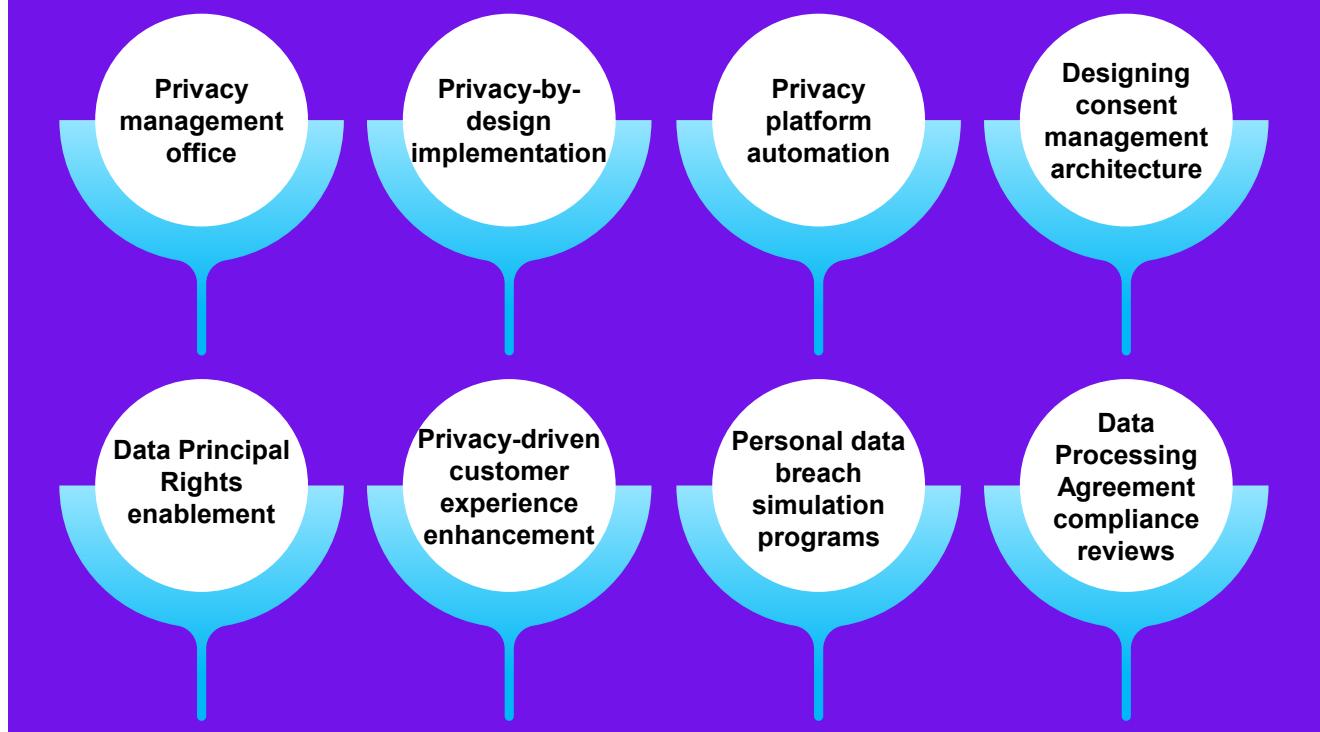
	<b>Build patient trust</b> Transparent data practices enhance credibility and strengthen patient-provider relationships
	<b>Enable ethical innovation</b> Compliance enables responsible use of AI, telemedicine, and research while safeguarding privacy
	<b>Global alignment</b> General Data Protection Regulation (GDPR) - like standards position Indian healthcare for international collaborations and clinical trials.
	<b>Medical emergencies and public health</b> Processing without consent is allowed during emergencies, epidemics, or for health services where delay could harm patients
	<b>Child health data</b> Hospitals, clinics, and allied professionals can process children's data without parental consent if necessary for health protection. These exemptions ensure care delivery is not delayed by administrative consent cycles, but security and breach-notification obligations still apply.

## Immediate actionables:



## KPMG in India got you covered...

### KPMG in India's Privacy Offerings



# Acknowledgements

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