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DPDP Rules 2025

A simple guide for app & website founders

Status checked for 21 September 2026. This guide uses easy examples so founders can quickly understand what each rule is about. It is an educational summary, not legal advice.

23 **Final DPDP Rules**	**7** **Active now**	**1** **Starts 13 Nov 2026**	**15** **Start 13 May 2027**

Important: What about the Rs 250 crore penalty?

The DPDP Act's Schedule provides a penalty that may extend up to Rs 250 crore for a breach of the obligation to take reasonable security safeguards. It is not a fixed Rs 250 crore fine. As of 21 September 2026, the relevant penalty-imposition framework has not yet come into force. So do not call it a 'Rs 250 crore rule'. A simple and safer line is: 'The provision for imposing a penalty of up to Rs 250 crore is not in force yet.'

The 23 Rules - in easy English

Rule	What it means	Easy founder example	Status
1. Short title and commencement	Tells us the name of the Rules and when different rules start.	This is why all 23 rules did not become active on the same day.	ACTIVE NOW
2. Definitions	Explains the meaning of important words used in the Rules.	When the Rules say things like 'user account' or 'verifiable consent', this rule helps define what they mean.	ACTIVE NOW
3. Notice to the user	Before using personal data, give a clear notice explaining what data you need, why you need it, and how the user can exercise rights.	If your signup asks for email and phone number, clearly explain why each is needed instead of hiding it inside a long privacy policy.	13 MAY 2027
4. Consent Manager	Creates the framework for registered Consent Managers that can help people manage consent.	This is not simply your normal cookie popup. It mainly deals with registered Consent Managers.	13 NOV 2026
5. Government benefits and services	Sets conditions for certain government processing of personal data for benefits, subsidies, certificates, licences and similar services.	Mostly relevant to government systems or businesses working with such government services.	13 MAY 2027
6. Reasonable security safeguards	Businesses must take reasonable steps to protect personal data.	Use access controls, encryption or masking where appropriate, logs, monitoring, backups, and proper contracts with processors.	13 MAY 2027
7. Personal data breach notice	If personal data is breached, affected users and the Data Protection Board must be informed as required.	If attackers steal your user database, you cannot quietly fix it and move on. Users and the Board may need to be notified.	13 MAY 2027
8. Retention and erasure	Personal data should not be kept forever when it is no longer needed, subject to legal retention requirements and the specific retention rules.	If an account is deleted or a purpose ends, your backend retention logic should follow the law instead of keeping everything forever.	13 MAY 2027
9. Contact information	Users should be able to find a contact for questions about their personal data.	Put a clear privacy contact or support route in your app or website.	13 MAY 2027

Rule	What it means	Easy founder example	Status
10. Children's personal data	Before processing a child's personal data, verifiable parental consent is required, subject to applicable exemptions.	A kids app that creates a child profile may need to verify the parent and obtain consent before processing the child's data.	13 MAY 2027
11. Person with disability and lawful guardian	Where lawful guardian consent is used for certain persons with disabilities, the guardian's legal status must be verified as required.	Do not rely only on a checkbox saying 'I am the guardian' when the rule requires verification.	13 MAY 2027
12. Exemptions for children's data	Some specified entities or purposes can receive limited exemptions from certain children's-data requirements if conditions are met.	Do not assume every child-related service follows exactly the same path; check whether a listed exemption actually applies.	13 MAY 2027
13. Significant Data Fiduciary	Businesses designated as Significant Data Fiduciaries have extra compliance duties.	A designated company may need extra measures such as audits and data protection impact assessments.	13 MAY 2027
14. How users exercise their rights	Users must have a clear way to use their DPDP rights and raise grievances.	Give users an easy request/grievance process instead of making them hunt for an email address.	13 MAY 2027
15. Personal data outside India	Cross-border personal-data transfers remain subject to restrictions or requirements notified by the Central Government.	If you use foreign cloud servers or overseas service providers, check whether any government restriction applies.	13 MAY 2027
16. Research, archiving and statistics	Certain processing for research, archiving or statistical purposes can receive exemption if the required standards are followed.	A genuine research dataset may get special treatment only when the prescribed conditions are met.	13 MAY 2027
17. Appointment of Board members	Explains how the Chairperson and members of the Data Protection Board are selected.	Mostly about setting up the Board, not a feature you need to build into your app.	ACTIVE NOW
18. Board salaries and service conditions	Covers pay, allowances and service conditions of Board members.	No direct product change for a normal app or website founder.	ACTIVE NOW
19. Board meetings and procedure	Explains how the Board conducts meetings, decisions and proceedings.	Relevant when a matter reaches the Board, but not a normal app feature.	ACTIVE NOW
20. Board as a digital office	Allows the Board to work through a digital-office model.	Proceedings can be handled digitally rather than requiring everything to happen in a physical office.	ACTIVE NOW
21. Board officers and employees	Deals with officers and employees who support the Board.	No direct product change for a normal founder.	ACTIVE NOW
22. Appeal	Provides the process for appealing certain Board orders or directions to the Appellate Tribunal.	If a company wants to challenge an applicable Board order, this rule covers the appeal process.	13 MAY 2027
23. Government call for information	Allows the Central Government to require specified information in the situations covered by the rule.	If your company receives a valid requirement under this framework, it may need to provide the specified information.	13 MAY 2027

What founders should focus on

Not all 23 rules are equally important for product teams. Rules 17-21 mainly deal with setting up and running the Data Protection Board. For most app and website founders, the rules worth studying closely include notice (Rule 3), security (Rule 6), breach reporting (Rule 7), retention/erasure (Rule 8), privacy contact (Rule 9), children's data (Rule 10), user rights (Rule 14), and cross-border transfers (Rule 15). Rule 13 becomes especially important if a business is designated as a Significant Data Fiduciary.

Official sources

1. Digital Personal Data Protection Rules, 2025 - Official MeitY / Gazette PDF
2. DPDP Act commencement notification - Official MeitY / Gazette PDF

Note: The calendar dates above follow the official phased commencement: publication-day rules, Rule 4 one year after publication, and the remaining listed rules eighteen months after publication.

More things worth exploring

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