

Strengthening Data Privacy Governance for a Leading Indian Media Group

Context

An Indian media and publishing group operating across print, digital, and broadcast platforms serves millions of readers and viewers daily.

With offices and editorial teams distributed across multiple cities, the organization manages large volumes of subscriber information, advertiser records, and employee data across various systems - including CRMs, editorial archives, and content management platforms.

In preparation for the Digital Personal Data Protection (DPDP) Act, 2023, the organization wanted to become an early adopter of privacy automation practices to ensure responsible data handling and minimize compliance risks.



The Challenge

The organization faced several privacy and data governance challenges:

- 1 Scattered personal data:** Subscriber and employee information existed across file servers, HR systems, and marketing databases, with limited visibility into what qualified as personal data.
- 2 Content-driven data exposure:** Editorial and production teams frequently exchanged images, videos, and articles containing personally identifiable details (names, contact numbers, or visible documents).
- 3 Consent governance:** With a growing digital presence, the organization needed a centralized approach to capture and manage user consent for newsletters, personalized ads, and cookies on their website and mobile apps.
- 4 Manual processes:** Locating personal or sensitive information across thousands of files and media assets was time-consuming and prone to human error.

To address these challenges, the organization adopted a data privacy automation platform capable of discovering, classifying, and managing personal data across various sources—both structured and unstructured.





Solutioning

✓ Discovery & Classification

- Leveraged pre-built and custom classifiers to detect personally identifiable information (PII) such as names, phone numbers, addresses, and government identifiers.
- Scanned editorial servers, HR data, and marketing databases for personal records, including media files and scanned documents.
- Enabled continuous discovery to maintain updated visibility into personal data stored across both on-premises and cloud systems.
- Enabled privacy and IT teams to search and correlate personal data by individual or identifier, ensuring quick response to internal and external requests.

✓ Consent Management

- Implemented a centralized consent management module integrated with the organization's website and mobile apps.
- Supported multilingual consent notices and automated capture of user preferences for cookies, communications, and marketing campaigns.
- Enabled analytics dashboards to track consent trends and user opt-outs for transparency.



Business Outcome

The project delivered measurable business and compliance outcomes:

- ✓ **Unified Data Visibility:** Provided a single-pane view of all personal and sensitive data across media, HR, and marketing systems.
- ✓ **Operational Efficiency:** Reduced manual audit and search effort through automated discovery and classification.

DPAR Requirements

- While formal DPAR volumes were low, the organization established a response workflow within the tool to support potential data access or rectification requests from subscribers and employees in the future.

Collaboration Across Departments

- To ensure smooth execution, privacy champions from IT, HR, and digital business units worked closely with the compliance team.
- This cross-functional approach ensured that both corporate and editorial systems were included in the discovery scope, improving adoption and understanding across teams.

- ✓ **Enhanced Trust & Readiness:** Positioned the organization as an early adopter of privacy automation under the DPDP Act, reinforcing trust among subscribers and advertisers.
- ✓ **Consent Transparency:** Improved user trust by providing clear consent choices and auditable consent records.
- ✓ **Sustainable Governance:** Established an ongoing, scalable framework for managing data privacy across diverse business functions.

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