

PRIVACY AI

IN THE AGE OF AI

KEY QUESTIONS TO ASK YOURSELF

WHILE NAVIGATING THE DIGITAL SPACE

WHERE AM I SHARING MY DATA?

While browsing and engaging online, carefully assess who is requesting your information.

Is it a reputable company, a government agency, or an unknown website?



Think twice before sharing information with unfamiliar or suspicious sources.

You stumble upon a shopping website that seems too good to be true for the offers and pricing they are offering. On a closer look,

- website look amateurish
- URL doesn't have 'HTTPS'
- lacks contact information
- lacks a clear privacy policy

This is a red flag

Sharing your personal or financial information on such websites can be extremely risky.



WHAT KIND OF INFORMATION IS BEING ASKED?

Understand the specific types of data being requested in relation to goods and services you are availing in return.

Is it just your name and email, or are they asking for more sensitive information like your date of birth, address, financial details, or biometric data which you may find having no relation to the service you are availing.

App that only provides weather forecasts shouldn't need

- access to your contacts
- camera
- microphone (without a clear weather-related feature)
- files and media is unnecessary and suspicious

Hence, cautiously give permissions to apps or websites collecting your personal data.



WHY IS IT IMPORTANT TO KNOW THE PURPOSE BEHIND DATA COLLECTION?

Determine the purpose of data collection.

Is it for providing a service, personalizing your experience, marketing, or something else?



Legitimate organizations should clearly state their reasons. Be cautious of vague or unclear requests.

You download a fitness tracker app and without a clear explanation of why, app requests-

- access to your contacts
- photos
- or browsing history

Why would a fitness tracker need to know who your friends are or what websites you visit?



HOW IS MY DATA PRIVACY PROTECTED?

Did you know that under the Digital Personal Data Protection Act (DPDP) 2023 Act, you have rights as a data principal?

- Right to Information about Personal Data**
Individuals have the right to access their personal data, including a summary of the data processed and the identities of all data fiduciaries and processors it has been shared with.
- Right of Grievance Redressal**
Individuals can file complaints about personal data processing with the data fiduciary or consent manager.
- Right to Correction and Erasure of Personal Data**
Individuals can correct their personal data with a data fiduciary, including fixing inaccuracies, completing missing details, updating, or erasing data unless needed for legal or specified purposes.
- Right to Nominate**
Every individual have the right to nominate someone to exercise their rights if they become incapacitated or pass away. Be vigilant about your rights and how to exercise them whenever you read privacy notices.

A CHECKLIST OF HEALTHY PRIVACY HABITS

- ✓ Read the privacy policy/notice carefully to understand the stated purposes of data collection online.
- ✓ Allow only essential cookies or read the cookie policy before allowing all cookies.
- ✓ Be suspicious of requests that seem unrelated to the service being offered.
- ✓ Pay close attention to forms that are prompted to fill unnecessary information.
- ✓ Be wary of apps or services that request excessive permissions.
- ✓ Check the website's URL for HTTPS with a padlock icon, it indicates a secure connection.
- ✓ Look for contact information and website reviews when you visit any new website or download any app.



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