BUSINESS DEVELOPMENT DEPARTMENT

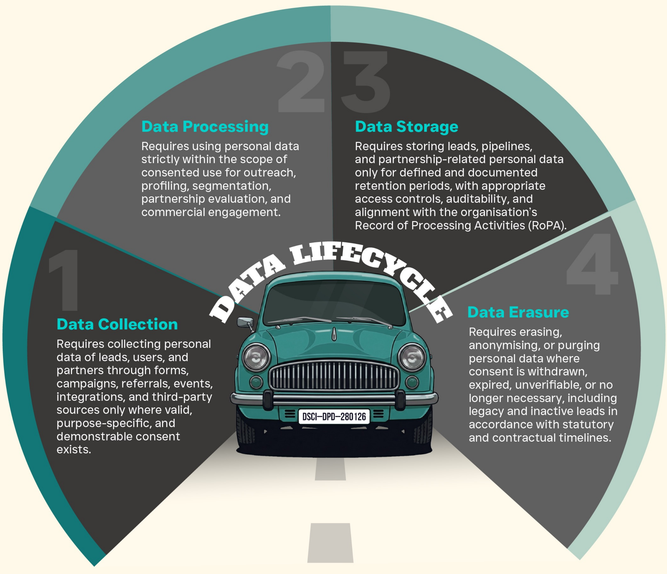
Enablers of Responsible Business Growth

The Business Development Department is responsible for engaging users, collecting leads, and enabling business growth through outreach, partnerships, and commercial activities involving personal data.

According to the DPDP framework, they are required to ensure that such data is processed only for clearly defined purposes by acquiring valid consent where applicable, discontinuing outreach upon withdrawal of consent.

DPDP FRAMEWORK APPLICATION AREAS

- Lead Generation
- Business Development Outreach
- Partnerships and Alliances
- Co-Marketing Initiatives
- Referral Programmes
- Platform Integrations
- Commercial Negotiations
- Monetisation Models Involving User or Prospect Personal Data



KEY ACTIONS

- Perform DPDP due diligence on partners, vendors, affiliates, and lead sources to verify consent, lawful purpose, and retention practices.
- Validate data usage commitments, cross-border data flows, and allocation of DPDP-related risks before executing MoUs, term sheets, or commercial agreements.
- Ensure business development and partnership contracts include DPDP-aligned representations, warranties, breach notification obligations, audit rights, and indemnities.
- Design commercial and monetisation models, particularly in e-commerce, social media, and online gaming, to align with mandatory data retention and erasure timelines.
- Monitor growth in user base, personal data volume, or sensitivity to identify potential Significant Data Fiduciary triggers and escalate early to legal and compliance.
- Coordinate regularly with Legal, Compliance, and IT to ensure business development activities remain aligned with DPDP requirements and applicable sectoral regulations.

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