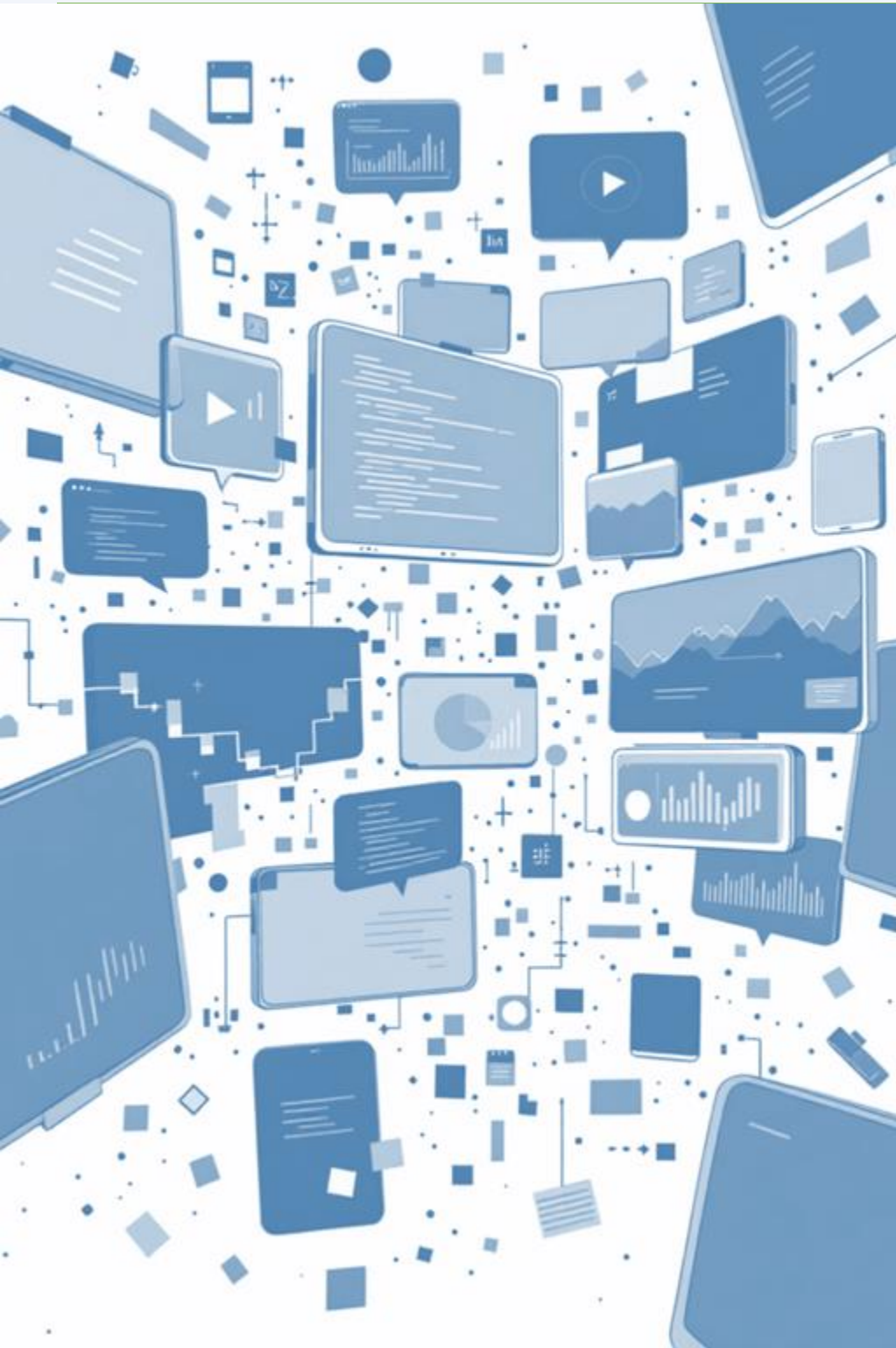


The Role of Master Data Management in DPDP Compliance for Business

Discover how Master **Data Management** empowers organizations to meet DPDP requirements while building customer trust and creating new business opportunities.



[Schedule a Demo](#)



The DPDP Challenge

The Problem

Companies must fulfill data subjects' rights within statutory deadlines or face fines. But how can you give control over data if you don't know where it is or which data belongs to which individual?

The Reality

Personal data is scattered across multiple systems, making it nearly impossible to detect and identify at data subjects' request - resulting in failed DPDP compliance demonstrations.

Two Paths to DPDP

Defensive Strategy

Bare minimum approach: basic privacy policies, contracts, and documentation. Reactive and risk-prone.

Offensive Strategy

Proactive control of personal data, respectful usage to create insights and new business models. Competitive advantage through trust.

There is no such thing as minimum DPDP compliance. Organizations are either compliant with DPDP principles or they are not.

The Stakes Are High



Compliance Required

Either fully compliant or at risk of lawsuits and fines



Trust Essential

Customer trust is the next competitive battleground



Rights Fulfillment

Timely response or risk reputational damage

Introducing Data Privacy Manager MDM Edition

A comprehensive solution created in collaboration with Informatica Corporation, combining Data Privacy Manager with Information Master Data Management Multidomain platform.

Central Control Center

Single business user interface for data privacy experts and DPO operations

Process Automation

Tool for DPDP process automation and orchestration without storing personal data

Golden Record

Maintains accurate, up-to-date personal information with searchable compliance monitoring

Privacy by Design and Default

1

Informatica MDM Hub

Maintains the "golden record" of data subjects

2

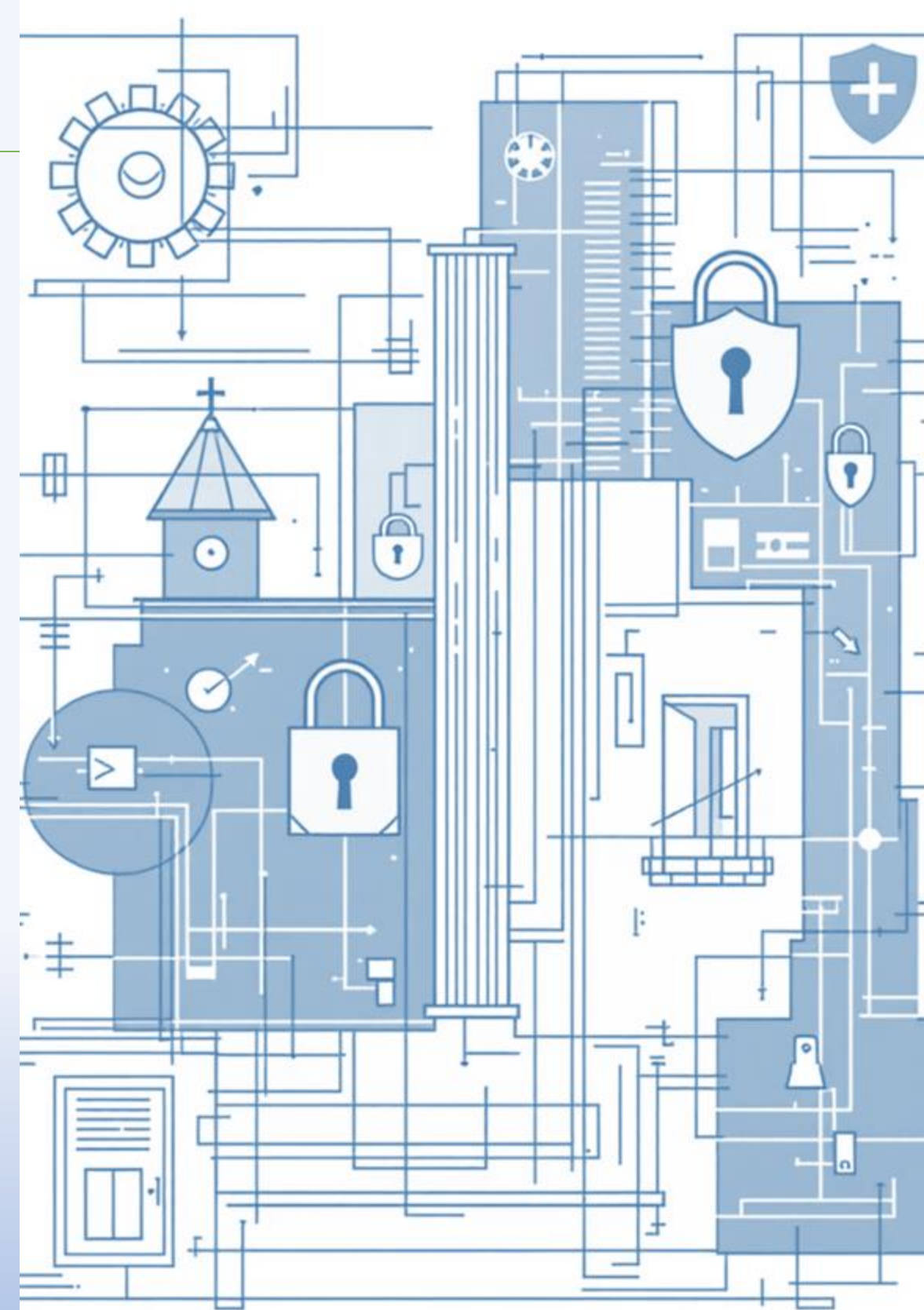
Searchable Interface

DPO monitors DPDP compliance in real-time

3

Built-In Protection

Data protection embedded from the ground up



Expert Guidance for Your Compliance Journey

GRC Cube provides comprehensive support for navigating India's

DPDP Act, from initial assessment through implementation and ongoing monitoring.

Connect With Our Team

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Core Capabilities

1

Records of Processing Activities

Comprehensive documentation of all data processing operations and purposes

2

Data Retention Policies

Automated execution of retention schedules and deletion protocols

3

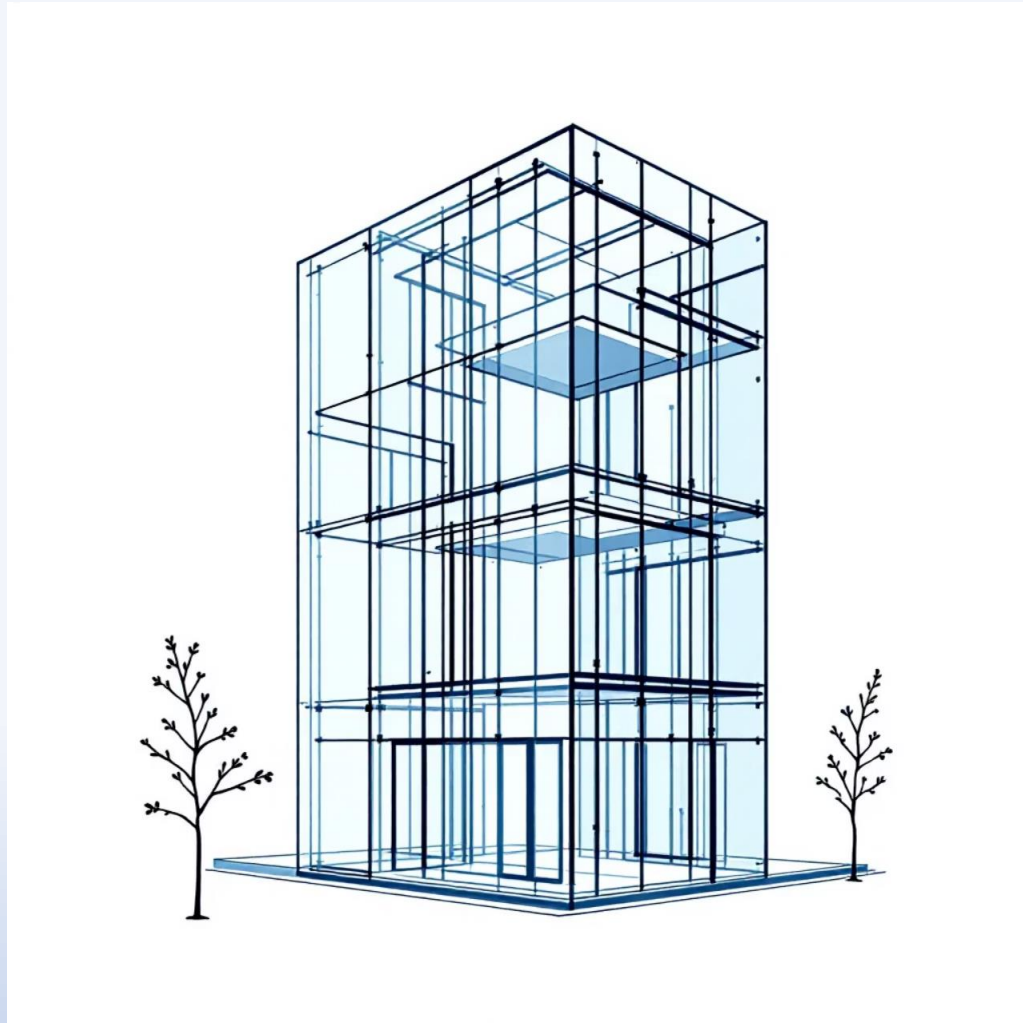
Data Subject Rights

Timely fulfillment of access, erasure, and portability requests

4

Breach Risk Minimization

Proactive identification and mitigation of data breach vulnerabilities



Know Your Data

- Exactly where personal data is stored and processed
- Who is responsible for each data element
- Purpose of every data processing activity
- Which data belongs to the same data subject

This level of visibility demands functional master data management - the foundation of our integrated solution.

Beyond Minimum Compliance



Foundation

Meet all DPDP requirements with documented processes



Business Value

Become more data-driven and customer-centric



Trust Building

Use personal data respectfully to create new insights



Competitive Edge

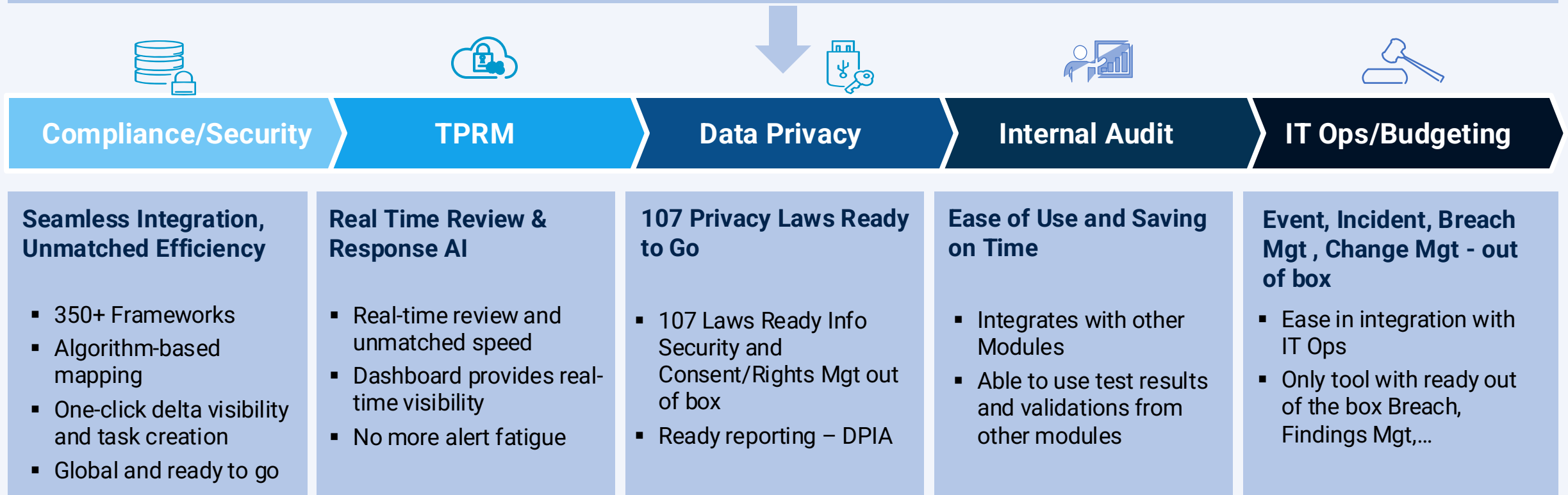
Transform compliance into strategic advantage





Products – Integrated Platform

All In One Solution



Competitors



Vendors - Provide a Maximum of 2 products

Compliance/Security	TPM	Data Privacy	Internal Audit	IT Ops/Budgeting
<ul style="list-style-type: none"> Couple of Vendors 	<ul style="list-style-type: none"> Couple of Vendors 	<ul style="list-style-type: none"> One Mainly 	<ul style="list-style-type: none"> One Mainly 	<ul style="list-style-type: none"> None for midsize

← Multiple providers, limited frameworks, duplication of work, lack of integration, risks falling through the gaps, adoption challenges, costs, inadequate reporting, no centralized dashboard, inadequate service management and findings documentation →

Visual Dashboard

Continuous insight into all processing activities with clear program overview.

Automated Processes

Innovative SaaS platform designed to automate privacy workflows and minimize risks.

Cross-Departmental Cooperation

Support seamless collaboration ensuring compliance across your organization.

6

Product Lines

Comprehensive suite addressing key privacy challenges

20+

Multiple Modules

Each targeting specific compliance requirements

Ready to Transform Your DPDP Approach?



Integrated Solution

Data Privacy Manager +
Informatica MDM working
seamlessly together



Scalable Platform

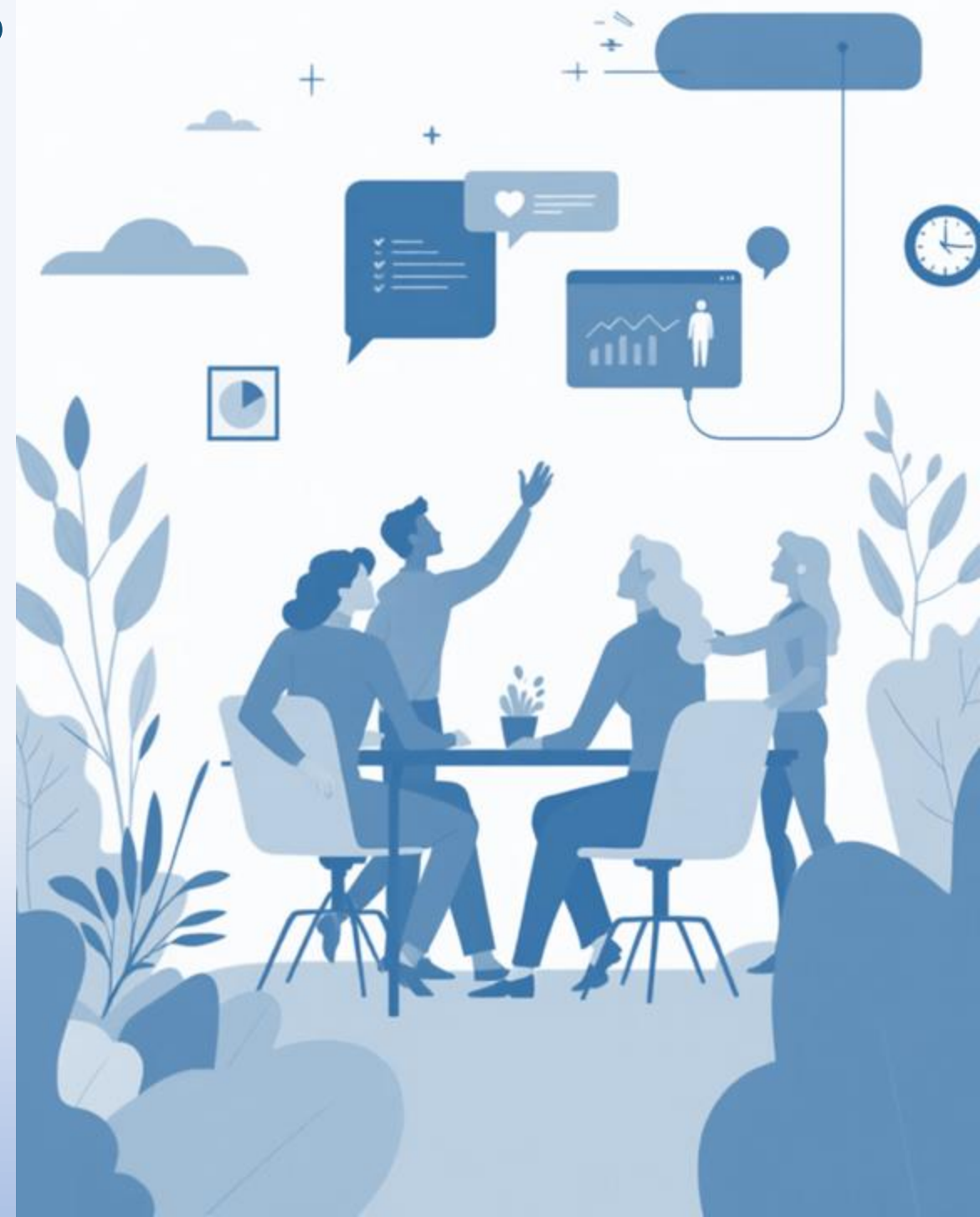
Start with privacy management,
extend to full Customer or
Product domains anytime



Expert Partnership

Built with Informatica Corporation's deep MDM expertise

Take control of your data. Build customer trust. Turn compliance into competitive advantage.



**SPEED &
AGILITY****CUSTOMER
EXPERIENCE****INNOVATION**

Commitment to Clients



Fast-Track Certifications



Integrated Risk & Compliance Platform



AI-Driven Efficiency



Build Credibility & Confidence



Expand to new territories faster with
agility and built to scale



Accelerate Compliance Build Trust Scale with Confidence

As risk and regulatory demands surge, businesses need more than spreadsheets. GRC3 is a platform designed and developed by practitioners to **eliminate silos** between compliance, cybersecurity, internal audit, privacy, and vendor risk - enabling enterprises to **scale securely, accelerate revenue, and prove trust** enterprise-wide.

[Learn More →](#)

Get Your Free Maturity Assessment

Assess Compliance Maturity



Assess Privacy Maturity

