

# Technology Law Analysis

September 23, 2023

## IMPLICATIONS OF THE NEW DATA PROTECTION LAW ON M&E INDUSTRY

This article was first published by creativefirst on 18 September 2023.



### SUMMARY

The recently enacted Digital Personal Data Protection Act, 2023 ushers in a new framework of data protection which will impact all entities that process personal data in digital form. Given the specific challenges and nuances of processing data by entities in the media and entertainment industry, the new law shall have a distinct impact on such entities. In this article, we highlight the unique implications of the law for the media and entertainment sector in relation to customer data and analyze some of its key provisions.

Please click [here](#) for our detailed article.

— karishma karthik, Aparna Gaur & Gowree Gokhale

You can direct your queries or comments to the authors.

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