DIGITAL MAGAZINE INDIA · FREE CHECKLIST

DPDP Consent Readiness Checklist

For marketing teams sending SMS, WhatsApp, email and voice campaigns

1. Map your data

- ☐ Listed every system holding customer phone numbers or emails (CRM, CDP, email, WhatsApp, SMS, IVR, agencies, spreadsheets)
- ☐ Recorded the source and original purpose of each dataset
- ☐ Named one owner for marketing consent

2. Audit consent quality

- ☐ Marked each dataset: provable consent, legitimate use (s. 7), or nothing
- ☐ Ran a 10-record proof test per source
- ☐ Excluded purchased lists and support-derived lists from marketing

3. Fix how you collect consent

- ☐ Notice shown before or with every consent request (s. 5)
- ☐ Notice available in English and the main languages your customers use
- ☐ No pre-ticked boxes, no 'by continuing you agree' wording
- ☐ Separate, unticked choices per channel and purpose (SMS / WhatsApp / email / calls)
- ☐ Purchase or sign-up never depends on agreeing to marketing
- ☐ Every notice has a version number

4. Store proof (s. 6(10))

- ☐ One consent ledger is the source of truth for all channels
- ☐ Each record holds: who, what purpose, when, how, notice version, proof artefact, history
- ☐ Every sending tool checks the ledger before each send
- ☐ Logs kept for at least one year, longer if RBI, SEBI or IRDAI rules require

5. Make withdrawal easy (s. 6(4), 6(6))

- ☐ Opt-out keywords captured automatically, incl. regional-language replies
- ☐ Withdrawal suppressed across every relevant channel within 24 hours
- ☐ Suppressions pushed to every vendor, with confirmation back
- ☐ Promotional SMS carry an opt-out; 90-day wait before re-asking (TRAI)
- ☐ One-click unsubscribe on marketing email

6. Vendors and special cases

- ☐ Vendor contracts cover instructions, suppression times, log access, security, deletion
- ☐ Vendors report breaches fast enough for your 72-hour Board report (Rule 7)
- ☐ Section 5(2) notices sent to customers whose consent predates the Act
- ☐ Under-18 users routed to verifiable parental consent; no targeted ads to them (s. 9)
- ☐ Systems can accept signals from registered Consent Managers

7. Test before 13 May 2027

- ☐ Mock complaint: full consent proof produced within one working day
- ☐ Mock withdrawal: opt-out reached every vendor within target time
- ☐ Campaign, CRM and agency teams trained
- ☐ Quarterly consent audit added to the marketing calendar