

# CYBER LAW 101

**YOU GAVE THEM YOUR EMAIL  
FOR A BILL. WHY ARE THEY  
SENDING YOU ADS?**

*This is where “**Purpose Limitation**”  
comes in.*



## What is Purpose Limitation?

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Imagine you lend your car to a friend to buy groceries. If they take it for a 500km road trip instead, they have broken your trust.

**Purpose Limitation** is the same rule for your data.

It means companies can only use your data for the specific reason they told you about when collecting it.



## The Core Rule

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If a company collects your data for Purpose A, they cannot use it for Purpose B without asking you first.

### Example:

If a pizza app takes your phone number to deliver a pizza, they cannot sell that number to a credit card company. That is illegal.



## Why does it matter?

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Without this rule, your data could travel anywhere.

- A hospital could share your health records with an insurance firm.
- A shopping app could sell your purchase history to political campaigns.

Purpose Limitation stops “Mission Creep”—where companies slowly start using your data for things you never agreed to.



## Under India's Law (DPDP Act 2023)

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India's new privacy law is strict about this.

A company (Data Fiduciary) must tell you exactly what they will do with your data in a "Consent Notice".

If they want to use it for something new later, they must ask for your consent again.



## Real-World Check

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Allowed:

- Bank uses your ID to open an account.

Not Allowed:

- X The bank shares your ID with a partner company to sell you holiday packages.

*(Unless you explicitly said "Yes" to the second part!)*



## Your Right as a User

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Next time an app asks for permission, ask yourself:  
*"Does a flashlight app really need my contact list?"*

If the data doesn't match the purpose, you have the right to say no.





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