

CYBER LAW 101

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

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



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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:

✗ 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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