**New Data Protection Regime in India: Challenges and Opportunities for Start-ups** (Font: Times New Roman, Font Size: 14, Text: Bold and Centered with Capitalize Each Word)

Ram1,\*, Ankita Yadav1, Ankit Tyagi2 (Font: Times New Roman, Font Size: 12 and Centered with Capitalize Each Word, Put \*Superscript and 1, 2, etc Superscript at the Last Name of the Authors for Corresponding and Authors if Authors have Different Affiliations, respectively)

1Department of Legal Studies, NLU Lucknow, Bharat-226012

2Department of Chemical Engineering, IIT Jammu, Bharat-181121

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\*[*rmlankitayadav@gmail.com*](mailto:rmlankitayadav@gmail.com)

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**Abstract** (Font: Times New Roman, Font Size: 12 Bold and Centered)

In the present age, data has emerged as a new currency across the globe. The digital economy is interconnected,and data protection regulations have been significant in almost every country's legislation. Theintroduction of the General Data Protection Regulation(GDPR) has changed privacy and security laws in different countries. In line with GDPR, India also brought the Data Protection Act (DPA) 2023, although the act is not as stringent as GDPR. TheDPA 2023 brought the landscape for emerging businesses in the area of privacy by focusing on their compliance obligations, operational challenges, and strategic implications. The present act provides the country's people a legitimate choice and control to determine the use of their personal data. Act provides a comprehensive framework for managing data at different levels. The present paper looks into how this most awaited DPA, 2023, brings challenges and opportunities for the startups in the country. Regulation no doubt brings opportunities for startups to build a foundation of trust, resilience, and responsible. Adhering to the regulation strengthen the trust and credibility among stakeholders, including customers, investors, and partners.But for certain startups compliancewith the act's provisions can be daunting as they have to navigate the new regulatory framework and how startups will manage their growth with limited resources. Though the act gives certain exceptions to startups,it will be a prefatory remark to say that it will benefit Indian startups. To look into the implications of the DPA, 2023 information is collected from certain startups to look into the impact of the new act and what are the challenges faced by the startups dealing with personal data. (Font: Times New Roman, Font Size: 12 and Justified)

**Keywords**: Data protection Act, Start-ups, General Data Protection Regulation (GDPR) Act.

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