

The DPDP Act and hospital marketing

Consent, ads, WhatsApp and CRM: what changes and when.

**14 May
2027**

Swipe →

When it bites

NOV 2025**DPDP Rules notified****NOV 2026****Consent Manager rules begin****MAY 2027****Notice, consent, security, erasure
apply**

Start the data inventory now.

Marketing consent must be

- 1 Separate from consent for care
- 2 Specific to the purpose
- 3 Informed, in plain language
- 4 As easy to withdraw as to give
- 5 Logged with time and source

What to change

FORMS

Separate, unticked marketing opt-in

WHATSAPP

Split service from promotion

ADS

No condition-based audiences

CRM

Retention periods; purge old lists

VENDORS

Processing and deletion clauses

Habits that won't survive

- × Using registration data for promotion
- × Pre-ticked or bundled consent
- × Uploading patient lists to ad platforms
- × Buying leads with no proof of consent
- × Keeping lists forever

The 5-point check

- 1 Map where patient and lead data sits
- 2 Rewrite every form notice
- 3 Split consent for care and marketing
- 4 Set retention and erasure rules
- 5 Sign processing terms with vendors

Full guide and sources:

gauravphogat.com/dpdp-consent-hospital-marketing

A marketer's summary, not legal advice. Check the official rules for exact wording.