



# Product Overview Datasheet

## The Problem

India's Digital Personal Data Protection Act, 2023 (DPDP Act) imposes binding obligations on every organisation that processes personal data — from collecting lawful consent and honouring data principal rights, to notifying the DPBI within 72 hours of a breach. Non-compliance carries penalties of up to ₹250 crore per violation.

Most organisations are attempting to meet these obligations with spreadsheets, legal disclaimers, and disconnected tools — creating accountability gaps, untraceable consent decisions, and siloed data that cannot be erased on demand.

Vishwaas AI closes that gap: a single, purpose-built platform that makes DPDP compliance provable, auditable, and operationally sustainable.

# What Vishwaas AI Does

Vishwaas AI is a multi-tenant SaaS Privacy & Consent Management Portal that helps Indian organisations:

- Collect, record, and manage purpose-specific, affirmative consent in a tamper-proof ledger
- Deliver multilingual privacy notices across 22 Indian languages
- Fulfil data principal rights (access, correction, erasure, nomination, grievance) within statutory timelines
- Report and track personal data breach incidents with the 72-hour DPBI notification clock
- Unify fragmented consumer identities across CRM, HRIS, and e-commerce systems into a single canonical record
- Propagate consent decisions in real time to every downstream system that processes that data

Every action is captured in an append-only, hash-chained audit ledger — providing legally defensible, non-repudiable evidence of compliance.

## Key Features

### Non-Repudiable Consent Ledger

Every consent decision (grant, withdrawal, modification, expiry) is recorded as an append-only event with a **SHA-256 hash chain**, an **RSA-2048 digital signature**, and an **RFC 3161 timestamp authority (TSA) token**. The chain is cryptographically verifiable at any time — making retroactive tampering mathematically detectable. Consent artifacts are retained for 7 years per DPDP Rules 2025 (Rule 4).



## Multilingual Privacy Notices (22 Languages)

Author privacy notices once in a rich-text editor and publish them in all 22 Indian languages recognised under the Eighth Schedule of the Constitution — plus English. The correct language is served automatically based on each data principal's stated preference, satisfying DPDP Rule 3's standalone notice format requirement.

## Data Principal Rights (DPR) Management

A unified rights queue tracks every formal request — access, correction, erasure, nomination, and grievance — with auto-generated request numbers (DPR-YYYY-NNNNN), 90-day SLA countdowns, identity verification workflows, and direct **DPBI** escalation for unresolved grievances. Erasure requests propagate automatically to all linked downstream systems.

## Breach Incident Management

From the moment an incident is logged, a **72-hour DPBI notification countdown** starts. The breach module guides the team through risk assessment, DPBI notification drafting and submission, principal alert dispatch, remediation tracking, and formal closure — all with an immutable audit trail.

## Identity Unification (v2.1)

Consumer records ingested from Salesforce, HRIS, e-commerce, and other source systems are resolved into a single canonical identity using deterministic matching (exact email/phone/PAN/Aadhaar) and **probabilistic matching** (Jaro-Winkler name + DOB + city,  $\geq 85\%$  confidence). Human reviewers approve **borderline matches**. The result: one authoritative consent record per individual — not one per system.

## Real-Time Consent Propagation (v2.1)

When a data principal withdraws consent, every registered downstream system receives an **HMAC-SHA256 signed webhook** within 5 seconds. Failed deliveries are retried with exponential backoff; exhausted retries go to a visible dead-letter queue for manual resolution. No withdrawal silently goes undelivered.



## DPIA & Vendor Governance

Structured **Data Protection Impact Assessment** workflows (required for Significant Data Fiduciaries under Section 10) with likelihood × severity risk heatmaps, DPO approval gates, and PDF certificate generation. Vendor/Data Processor management tracks DPAs, cross-border transfers, and annual risk assessments.

## Embeddable Cookie Consent SDK

A **20 KB vanilla-TypeScript banner** (banner.js) that any website or app can embed with a single script tag. Category-level cookie consent (essential, analytics, marketing, personalisation) is recorded in the main consent ledger and propagated to downstream systems alongside other consent events.

# Unique Selling Propositions

USP	Why It Matters
Cryptographic non-repudiation	SHA-256 hash chain + RSA signatures + RFC 3161 TSA = consent records that stand up in court
India-first, 22-language support	Built for India's linguistic diversity from day one — not retrofitted
India data residency	All data stays in AWS Mumbai (ap-south-1) — no cross-border data transfer concerns
Identity unification	Eliminates duplicate consent records — one person, one truth
Real-time propagation SLA	Consent withdrawal reaches every downstream system within 5 seconds
Passwordless architecture	Zero credential theft surface — OTP-only authentication throughout
Append-only audit ledger	DB-level INSERT+SELECT only — not just an application-layer guard
Purpose-built for DPDP Act	21 product modules mapped directly to DPDP Act sections and Rules 2025


# Pricing Tiers

## Compliance Coverage

DPDP Act	Vishwaas AI
Section 5 — Notice	Multilingual notices, versioning, delivery tracking
Section 6 — Consent	Purpose-specific, affirmative, easy withdrawal, 7-year retention
Section 8 — Fiduciary Obligations	Data accuracy (identity unification), breach notification, retention
Section 9 — Children	Minor flag, guardian linkage, Aadhaar/DigiLocker verification
Section 10 — SDF	DPIA workflows, DPO tools, annual audit reports
Sections 11–14 — Rights	Access, Correction, Erasure, Nomination, Grievance — full lifecycle
Section 8(6) — Breach	72-hour DPBI clock, principal notifications, remediation tracking
Rules 3–8	Notice format, consent artifacts, propagation, retention, erasure

## Contact Us

 +1 888 208 5076 / +91 901 926 6824

 [sales@crossidentity.com](mailto:sales@crossidentity.com)

 [www.crossidentity.com](http://www.crossidentity.com)