

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA

STARRED QUESTION NO. *46
TO BE ANSWERED ON: 03.12.2025

PROTECTION OF PERSONAL IMAGES AND DATA GIVEN TO AI APPS

†*46. **SHRI OMPRAKASH BHUPALSINH ALIAS PAVAN RAJENIMBALKAR:**

Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether people's personal images and data given to AI apps are protected by law;
- (b) whether such protection is provided under the Digital Personal Data Protection Act, 2023 and if so, the details thereof along with the status of the Rules and the Data Protection Board under the said Act;
- (c) whether the Government has directed social media platforms to detect and remove deepfakes and morphed images;
- (d) whether it has been made mandatory to remove such content within 36 hours of being reported along with the number of actions taken for non-compliance during the last two years;
- (e) whether the Government proposes to make labels/watermarks mandatory for AI-generated content; and
- (f) whether any grants has been given to Indian startups or researchers working on deepfake detection under the IndiaAI Mission and if so, the details thereof?

ANSWER

MINISTER FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI ASHWINI VAISHNAW)

(a) to (f): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN THE REPLY TO LOK SABHA STARRED QUESTION NO. *46 FOR 03.12.2025 REGARDING “PROTECTION OF PERSONAL IMAGES AND DATA GIVEN TO AI APPS”

(a) to (f): The Digital Personal Data Protection Act, 2023 (DPDP Act), and the Digital Personal Data Protection Rules, 2025, notified on 13 November 2025, apply uniformly to all forms of digital personal data. This includes personal images and data.

The Act also provides for the establishment of the Data Protection Board of India, with a Chairperson and four other Members appointed through a Search-cum-Selection Committee.

The Act establishes a comprehensive framework that empowers individuals with specific rights over their personal data. It also lays down obligations for organizations (Data Fiduciaries) that determine the purpose and means of processing digital personal data.

The Government actively engages social media platforms and other stakeholders to counter deepfakes, morphed images and malicious synthetic content.

Advisories to intermediaries

Government of India has issued multiple advisories to social media intermediaries to ensure an open, safe, trusted and accountable digital ecosystem.

Advisories dated 26.12.2023, 15.03.2024 and 21.11.2025 reminded intermediaries of their due-diligence obligations under The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021

Intermediaries specifically advised to strengthen detection and removal of unlawful and false content, including malicious synthetic media and deepfakes.

IT Rules (Amendment) 2025

Further, under the IT Rules (Amendment) 2025, intermediaries are required to remove or disable access to specified unlawful content within 36 hours of receiving actual knowledge through a court order or authorised government intimation.

Draft amendments to the IT Rules, 2021

Government of India has prepared draft amendments to the IT Rules, 2021 related to synthetically generated information and placed them for public consultation

Amendments strengthen due-diligence obligations for intermediaries-particularly Social Media Intermediaries, Significant Social Media Intermediaries, and platforms enabling creation or modification of synthetic and AI-generated content

Mandatory labelling, watermarking and traceability mechanisms proposed to clearly identify AI-generated manipulated content and prevent misinformation

Role of States and Law Enforcement Agencies

‘Police’ and ‘Public Order’ are State subjects under the Seventh Schedule to the Constitution of India. States/UTs are primarily responsible for the prevention, detection, investigation and prosecution of crimes through their Law Enforcement agencies (LEAs).

LEAs also take legal action as per the provisions of law against the individuals involved in misuse of social media.

AI mission:

The Government approved the IndiaAI Mission in March 2024 as a national-level initiative to build a comprehensive, inclusive, and sustainable AI ecosystem.

One of its key pillars, Safe & Trusted AI, seeks to balance innovation with robust governance frameworks to ensure responsible AI adoption. Under this pillar, the following three projects have been selected for research and development.

Project Title	Selected Applicant
Saakshya: Multi-Agent, RAG-Enhanced Framework for Deepfake Detection and Governance	IIT Jodhpur (CI) & IIT Madras
AI Vishleshak: Improving Audio-Visual Deepfake Detection and Handwritten Signature Forgery Detection with Adversarial Robustness, Explainability & Domain Generalization	IIT Mandi & Directorate of Forensic Services, Himachal Pradesh
Real-Time Voice Deepfake Detection System	IIT Kharagpur
