	Work Instructions	Document Type	Date Issued	Prepared by	Latest Revision
	Data Privacy & Retention Policy	Policy	01-01-2025	ISO Team	1.2
Contributors					

MSEDCL

Document Name: Data Privacy & Retention Policy

Revision: 1.2

Date: 01-01-2025

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Authorization Approvals

Approval records are in the electronic document control system.

Responsibilities

Author: ISO Team

Reviewer: Alternate CISO


Approver: CISO

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Document Change Record

REV	BRIEF DESCRIPTION OF CHANGE(S)	DATE	REVISED BY	Approved By	DATE
1.0	Initial Submission	27-02-2023	ISO Team	CISO	27-02-2023
1.1	Revised Version	01-02-2024	ISO Team	CISO	01-02-2024
1.2	Added UIDAI/DPDP scope	01-01-2025	ISO Team	CISO	01-01-2025

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Data Privacy Policy for MSEDCL Website (www.mahadiscom.in)

1. Introduction

Mahavitaran (Maharashtra State Electricity Distribution Company Limited), hereafter referred to as "MSEDCL," is committed to protecting the privacy and security of all personal information collected through its official website, www.mahadiscom.in. This Data Privacy Policy outlines how we collect, use, store, and protect your personal data in compliance with applicable laws, including the Digital Personal Data Protection Act (DPDP Act), 2023 and the Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016, where applicable.

By accessing or using the MSEDCL website, you agree to the terms outlined in this policy. If you do not agree with these terms, please refrain from using the website.

2. Scope

This policy applies to all personal data collected through the MSEDCL website, including but not limited to:


- Consumer account registrations
- Bill payments and transactions
- Service requests and complaints
- Feedback forms and surveys
- Any other interactions with the website

It does not cover third-party websites or services linked to our website.

3. Types of Data Collected

We collect two types of data: Personal Data and Non-Personal Data.

3.1 Personal Data

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Personal data refers to any information that can directly or indirectly identify an individual. This may include:

- Name
- Address
- Contact details (phone number, email address)
- Consumer ID/Number
- Payment details (e.g., bank account information, credit/debit card details)
- Aadhaar number (if voluntarily provided for specific purposes under the Aadhaar Act, 2016)
- IP address (if linked to an identifiable individual)
- Any other information voluntarily provided by users


3.2 Non-Personal Data

Non-personal data includes information that cannot be used to identify an individual, such as:

- Browser type and version
- Operating system
- Pages visited on the website
- Time and date of access
- Cookies and similar technologies

4. Purpose of Data Collection

We collect and process your personal data only for legitimate purposes, which include:

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- Providing electricity billing and payment services
- Processing service requests and resolving complaints
- Improving customer experience and website functionality
- Conducting audits and analysis to enhance operational efficiency
- Complying with legal obligations and regulatory requirements
- Sending notifications about outages, updates, or promotional offers (with consent)

In cases where Aadhaar numbers are collected, they will be used strictly in accordance with the provisions of the Aadhaar Act, 2016, and only for purposes explicitly authorized by law, such as identity verification or authentication.


5. Legal Basis for Data Processing

The processing of your personal data is based on one or more of the following legal grounds:

- Consent: You have explicitly provided consent for specific purposes.
- Contractual Necessity: Processing is necessary to fulfill a contract with you.
- Legal Obligation: Processing is required to comply with applicable laws, including the DPDP Act and the Aadhaar Act, 2016.
- Legitimate Interests: Processing is necessary for our legitimate business interests, provided it does not override your rights.

The following Acts/regulations will be followed to ensure that your personal data is processed lawfully, fairly, and transparently.

- (a) the Aadhaar Act, 2016 the regulations made thereunder, and the standards and specifications issued by UIDAI from time to time.
- (b) the Information Technology Act, 2000 ("IT Act"); and
- (c) till the coming into force of the Digital Personal Data Protection Act, 2023 ("DPDP Act"), the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011 ("SPDI Rules") and, on and from the date of

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coming into force of the DPDP Act, the said Act and the rules made thereunder.

6. Data Sharing and Disclosure

We do not sell, trade, or rent your personal data to third parties. However, we may share your data under the following circumstances:


- Service Providers: Third-party vendors who assist us in operating the website, processing payments, or providing services.
- Government Authorities: When required by law or to protect our rights and property.
- Business Transfers: In the event of a merger, acquisition, or sale of assets.
- Consent: With your explicit consent for specific purposes.

All third parties are obligated to maintain confidentiality and adhere to data protection standards. For Aadhaar-related data, sharing is strictly prohibited unless mandated by law under the Aadhaar Act, 2016.

7. Data Retention

Retention periods are determined based on regulatory, operational, and security needs. We retain your personal data only for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required by law. After the retention period expires, your data will be securely deleted or anonymized. The following retention periods apply:

Data Type	Retention Period	Disposal Method
Application Logs	90 days [Information is encrypted during storage and transmission.]	Secure Deletion
System Logs	180 days [Information is encrypted during storage and	Automated Purging

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Data Type	Retention Period	Disposal Method
	transmission.]	
Security & Audit Logs	1 year [Information is encrypted during storage and transmission.]	Secure Deletion
Transaction Logs	5 years	Permanent Deletion
Customer Data Logs	As per compliance	Anonymization & Deletion
Consumer Requested Data	5 years	Secure Disposal
Backup Logs	6 months	Scheduled Deletion

*For Aadhaar-related data, data will be retained for 2 years on live environment and for 5 years in archive as per the requirements with the Aadhaar Act, 2016.


8. Security Measures

We implement industry-standard technical, administrative, and physical safeguards to protect your personal data against unauthorized access, alteration, disclosure, or destruction. These measures include:

- Encryption of sensitive data during transmission
- Secure server infrastructure
- Access controls and authentication mechanisms
- Regular security audits and vulnerability assessments

For Aadhaar-related data, additional security measures are implemented in compliance with the Aadhaar Act, 2016, including encryption and secure storage protocols.

While we take every precaution to safeguard your data, no method of transmission over the internet or electronic storage is completely secure. Therefore, we cannot guarantee absolute

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security.

9. Your Rights

As a user, you have certain rights regarding your personal data, subject to applicable laws. These include:

- Right to Access: Request a copy of the personal data we hold about you.
- Right to Rectification: Correct inaccurate or incomplete data.
- Right to Erasure: Request deletion of your data, subject to legal obligations.
- Right to Object: Opt-out of direct marketing or processing for legitimate interests.
- Right to Data Portability: Obtain your data in a structured, machine-readable format.
- Right to Withdraw Consent: Revoke consent for specific purposes.

To exercise these rights, please contact us at customercare@mahadiscom.in or Toll Free numbers: 1912,1800-233-3435, 1800-212-3435.


Under the Aadhaar Act, 2016, you also have the right to request the deletion or deactivation of your Aadhaar-related data if it is no longer required for the purpose for which it was collected.

10. Use of Cookies

Our website uses cookies and similar technologies to enhance user experience and analyze traffic patterns. Cookies are small text files stored on your device that help us remember preferences, track usage, and improve functionality.

You can manage cookie settings through your browser. However, disabling cookies may affect the performance of certain features on the website.

11. Children's Privacy

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The MSEDCL website is not intended for children under the age of 18. We do not knowingly collect personal data from minors. If we become aware of such collection, we will take steps to delete the data promptly.

12. Changes to This Policy

We reserve the right to update or modify this Data Privacy Policy at any time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically to stay informed about how we are protecting your data.

13. Contact Us

If you have questions, concerns, or requests related to this policy or your personal data, please contact us at:

Email: customercare@mahadiscom.in

Phone: 1912,1800-233-3435, 1800-212-3435

Address: PRAKASHGAD, PLOT NO. G-9, BANDRA (EAST), MUMBAI-400 051.

Thank you for trusting MSEDCL with your personal data. We are dedicated to ensuring its protection and responsible use in compliance with the Digital Personal Data Protection Act (DPDP Act), 2023 & its amendments and the Aadhaar Act, 2016 & its amendments.