
GRAFFITI #1

New ASCI Code Requires Upfront Disclosure of Sponsored Content:

The Advertising Standards Council of India ("ASCI") has updated its Code for Self-Regulation in Advertising to mandate that media companies clearly label all paid or sponsored content on their social media handles. Clause 1.8 has been introduced under Chapter 1 – Truthful and Honest Representation. This clause requires that any paid or sponsored post published by media companies on social media must carry a clear disclosure right at the start of the post. The disclosure must be made upfront so that audiences immediately recognise that the content is promotional in nature. Acceptable labels for such disclosures include: “Advertisement”, “Ad”, “Sponsored”, “Partnership”, “Collaboration”, “Free Gift” and Recognized platform disclosure tags (*like Instagram’s Paid Partnership tag*). This change addresses rising consumer complaints about misleading or undisclosed promotions, especially where media credibility is at stake. ASCI emphasizes that transparent labelling builds trust, ensures legal compliance, and prevents penalties for deceptive practices

GRAFFITI #2

Public Advisory: Protect Yourself from Fraudsters Posing as TRAI:

The Telecom Regulatory Authority of India ("TRAI") has issued an advisory cautioning the public about the rise in cyber frauds and financial scams involving

misuse of TRAI's name. The scammers have been impersonating TRAI officials through calls, messages, forged letters, and emails to trick individuals into sharing personal information or transferring money. The common scams include the “digital arrest” scam, SIM deactivation threats, fake mobile tower installation offers, and forged TRAI documents. TRAI clarified that it does not conduct investigations, issue arrest threats, or request personal details like Aadhaar or bank information. Citizens are advised to disconnect suspicious calls, avoid sharing sensitive information, never transfer money, and verify any communication through official websites or helplines. Further, such fraud cases can be reported via the National Cybercrime Helpline (1930), the cybercrime.gov.in portal, or flagged using the Sanchar Saathi Chakshu facility and TRAI DND app

GRAFFITI #3

DPDP Act Ensures Harmony Between Right to Privacy and Right to Information:

The Digital Personal Data Protection Act, 2023 ("DPDP Act") was enacted after extensive public consultation, receiving over 22,600 comments during the drafting stage. It seeks to safeguard individuals' privacy while allowing lawful processing of digital personal data. A key aspect is its amendment to Section 8(1)(j) of the Right to Information (RTI) Act ("RTI Act"), which strikes a balance between the fundamental right to privacy [*as affirmed by the Supreme Court in Justice K.S. Puttaswamy v. Union of India (MANU/SC/1604/2017)*] and the right to information. The change codifies existing jurisprudence and ensures that personal data protections do not undermine transparency. Importantly, under Section 8(2) of the RTI Act, public authorities may still disclose information if public interest outweighs potential harm. The amendment thus harmonizes the DPDP Act and RTI Act, ensuring privacy and transparency frameworks work together rather than in conflict.

GRAFFITI #4

India's Online Gaming Law: Ban on Money Games, Boost for Esports:

The Parliament has passed India's new gaming law, the Promotion and Regulation of Online Gaming Act, 2025 ("Act"), marking a significant overhaul of the digital gaming landscape. The Act imposes a complete ban on real-money online games, including fantasy sports, rummy, poker, and betting, while also prohibiting their

operation, promotion, and financial facilitation. It further prescribes harsh penalties for offenders. Simultaneously, the Act recognizes and promotes e-sports, educational, and social games by providing structured support through training academies, research centres, and national policies. Additionally, it establishes a National Online Gaming Regulatory Authority to oversee licensing, compliance, and grievance redressal in the online gaming sector.

GRAFFITI #5

Karnataka Labour Department Notification: POSH Compliance:

The Commissioner of the Labour Department has issued an order dated 21st August 2025 pursuant to the order of the Hon'ble Supreme Court in the case of Aureliano Fernandes v. State of Goa (*Miscellaneous Application No.22553/2023*), regarding the implementation of the Prevention of Sexual Harassment at Workplace Act, 2013 ("POSH Act"). The order of the Commissioner directs the Labour Department in the state of Karnataka to ensure that the Internal Complaints Committee has been constituted by the employer of every organisation having more than 10 employees in compliance with Section 4 of the POSH Act. The Labour Department was also directed to conduct survey of organisations in the state of Karnataka to check compliance with the Act and submit the data within 6 weeks from the date of the order.

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