



**AIC Media Statement on
India's Information Technology (Intermediary Guidelines and
Digital Media Ethics Code) Rules, 2021**

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To be attributed to Jeff Paine, Managing Director, Asia Internet Coalition

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The new Intermediary Guidelines and Digital Media Ethics Code will impact the data privacy and security of Indian internet users, as well as the technology sector's hitherto tremendous contribution to India's economic growth by imposing onerous compliance frameworks on both local and international digital media companies.

While it is important to uphold user interest and accountability of online platforms, we urge the Government to work closely with Industry to ensure that these Rules are implemented in ways that mitigate the impact on online platforms' operations in India, and ultimately, on individuals, start-ups, and the country's technology ecosystem.

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About the Asia Internet Coalition

The Asia Internet Coalition (AIC) is an industry association comprising leading Internet and technology companies. The AIC seeks to promote the understanding and resolution of Internet policy issues in the Asia Pacific region. Visit www.aicasia.org for more information.