

Data Protection in Commerce: Trust, Transparency & Trade

In the digital era, data protection has become a vital component of commercial activities. To spread awareness on this important issue, the Department of Commerce organized an academic event on 30 January 2026 based on the theme “Data Protection in Commerce: Trust, Transparency & Trade.” The objectives of the event were:

- To educate students about the importance of data protection in commerce
- To highlight the role of trust and transparency in business practices
- To understand how secure data handling supports ethical trade
- To create awareness about challenges related to data security

The session was conducted by Prof. Gurpreet Singh Kalsi, who acted as the Resource Person for the event. Through an informative PowerPoint presentation, he explained:

- The concept and importance of data protection
- Responsibilities of businesses in safeguarding customer data
- Relationship between data security, trust, and transparency
- Impact of data protection on smooth and fair trade

His presentation was engaging and helped students understand the topic using practical examples. The event was organized under the guidance of Principal Dr. Amandeep Heera, whose continuous support ensured the successful conduct of the programme. The event proved to be informative and insightful. It enhanced students’ knowledge about data protection in commerce and emphasized the need for ethical data practices.

The session successfully conveyed that trust, transparency, and secure data management are essential for sustainable business growth. Prof. Kanwar Kulwant Singh Head of the Department of Commerce also interacted with students and shared some recent issues in the era of data protection.

