



Archana Iyer
Counsel

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Archana Iyer is a part of the Delhi office and has approximately 10 years of post-qualification experience across a diverse range of practices, including Technology, Media & Telecommunications, Data Protection & Privacy, AI Governance & Regulation, and General Corporate Commercial Advisory. Archana advises domestic and international clients, spanning technology companies, fintech and Insurtech platforms, e-commerce businesses, financial institutions, and multinational corporations, on data protection compliance, technology transactions, cross-border strategy and regulatory matters, and emerging issues at the intersection of law and technology. She regularly advises clients on the structuring and negotiation of complex commercial agreements involving technology and data, and on regulatory compliance across India's evolving digital governance landscape.

Experience

- Counsel, AZB & Partners (2026 – Present)

Key Practice Areas

- Corporate/ Mergers & Acquisition
- Data Privacy & Protection
- Financial Services
- E-Commerce & Retail
- FinTech & Digital
- Insurance
- Pharmaceuticals, Healthcare & Life Sciences
- Technology, Media & Telecommunications

Recent Work Highlights

- Advised a major private sector bank on implementation of Digital Personal Data Protection framework, including data fiduciary role assessment, consent architecture and UI/UX review across product lines, privacy notices, vendor and outsourcing data processing agreements, and data breach preparedness and regulatory notification.
- Advised a leading global technology company on Digital Personal Data Protection framework compliance across major platform services including cloud, search, and video, covering consent management, user rights, data retention, cross-border transfers, and breach response, as well as the interaction between AI governance and data protection obligations.
- Advised a leading insurance company on end-to-end DPDP implementation, including governance frameworks, consent flows, data retention and deletion architecture, and advisory on a live data breach incident including statutory notification.
- Advised a healthcare technology company on AI governance and commercial deployment of AI tools, including legal and risk assessments for AI-assisted code generation and enterprise AI platforms, and structuring and drafting a customer license agreement for an agentic AI product covering IP, data protection, and liability allocation.

- Advised a multinational technology company on a dual-structure regulatory analysis for the sale of AI hardware in India, covering BIS certification, Legal Metrology, E-Waste, consumer protection, and FDI/FEMA compliance across both the Indian and offshore contracting entities.
- Advising a global iGaming company on establishing its India business for backend content and support services, including analysis of India's gambling and online gaming regulatory framework, FDI permissibility, and structuring of operations as export-oriented services, including engagement with the relevant State Government.

Memberships, Directorships & Affiliations:

- Bar Council of Kerala (2016)

Professional Qualifications

- National University of Advanced Legal Studies, B.A. LL.B. (Hons.) (2016)
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