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NEWS

QUICK BYTES

Only You Own Your Data, No Company Can Have Right Over It: TRAI

“The TRAI, in a set of recommendations to DoT, said that companies should not use meta-data to identify users and should disclose any data breaches.”

by **Vidya Raja**

July 17, 2018, 2:39 pm

Not having control over how companies collect and use my data bothers me. If you disagree and feel that it's just data and there's not much harm can it do, think again!

We all use various apps, which not only store our details but also use our data and browsing patterns to analyse our behaviour. This is gold for marketing firms.



Representational image
Photo Source: Pixaby

Chances are, that if you had planned a holiday in April last year, the advertisements you start seeing in March this year are all pushing some holiday package or destination to you. While these ads seem innocuous, they are anything but.

They are the result of the analysis on all the data crumbs you have left while browsing the web. And it's entirely disheartening to say that you are marked for life. The firms know it is you, wherever you log in from, whatever device you use, and whatever you browse. There is no place to hide online.

“


Recognising the need to protect your data, the Telecom Regulatory Authority of India (TRAI) has said that firms collecting user data don't have a right over it and emphasised that consumers' consent is a must for obtaining it.



Representational image
Photo Source: Pixaby

In addition, consumers ought to also be given the 'Right to be Forgotten' option. Mostly consent is provided with a simple click on the "I Agree" button – hardly anyone reads through the long-drawn user agreement that is often written in commonly illegible legalese.

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According to a report published in [Economic Times](#), "The TRAI, in a set of recommendations to DoT, said that companies should not use meta-data to identify users and should disclose any data breaches."

Stating that each user owns his/her data and information submitted to any entity, it said entities controlling and processing user data are "mere custodians", and all of them should be brought "under a data protection framework".

Speaking on behalf of telecom users, TRAI has said that the consumers must be granted the right to choice, consent and to be forgotten, to safeguard their privacy.

With an inundation of mobile apps and social media platforms, this recommendation by the TRAI comes at a very apt time. India is still catching up while the world has moved light-years ahead in data protection. A cursory look at the General Data Protection Regulation that has been brought in force by the EU shows just how much ground India has to cover in this regard.

According to a report published in the [Financial Chronicle](#), Pavan Duggal, Cyber Security Expert, said, "The recommendations represent a landmark step forward in

empowering consumers recognising their data ownership rights and protecting their privacy.

Duggal added, “The recommendations have broken new ground in recommending the right to be forgotten be incorporated as part of its proposed data protection framework in India.”

“If these recommendations are accepted, they will usher in a new era of respect for netizens’ data related rights as well as their privacy.”



Pavan Duggal
Photo Source: Wikimedia Commons

Let's hope that data is given its due share of importance and the recommendations made are accepted.

(Edited by Shruti Singhal)

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CHENNAI , HISTORY

What's in a Name: Why Madras Became Chennai 22 Years Ago on July 17

There are various theories about the dual etymology of the city, ranging from government reports to local tales carried forward by the older generations residing in the city.

by **Lekshmi Priya S**
July 17, 2018, 2:14 pm

On July 17 1996, the city of Madras was officially christened as Chennai by the state government of Tamil Nadu; and in doing so, it broke free from the centuries-old legacy stamped by British colonisers who acquired the coastal region and made it their southern headquarters in the mid-sixteenth century.

As much as the residents of Chennai believe that the former name truly holds the essence and old-world charm of their city, the fact that the current name isn't relatable or comparably alien can be quashed with many interesting historical records.

It is believed that both Madras and Chennai have been derived from the towns of Madrasapattinam and Chennapatnam that together encompass the city as we know it

today.

There are various theories about the dual etymology of the city, ranging from government reports to local tales carried forward by the older generations residing in the city.



Map of Madras, ca 1914. Source: Wikimedia.

A **prominent** one is that the area which went to constitute the premises of the British East India Company— including the seaport, Fort St George, the company's administrative seat, St Mary's church and the adjoining residential area—was originally acquired from a Telugu-speaking landlord named Chinnappa Naicker, and the sale deed and transaction records can be found in Government Archives of Madras at Egmore.

It is believed that the locale was named Chennai Pattinam after the man and was used by the inhabitants for over 300 years. However, this theory doesn't quite explain how the British latched onto the Madras moniker and how the entire region annexed by the Company went on to become the Madras Presidency.

There is another **explanation, which goes all the way back to 1639, that sheds light over how the present day city acquired its dual etymology of Madras-Chennai.**



An illustration of Fort St George on the Coromandel Coast. Source: Wikimedia.

The site chosen by the East India Company included two small villages— Madrasapattinam and Chennapatnam. Madrasapattinam is believed to be located to the north of Fort St George, and it is quite probable that the former village existed much before the Company acquired the region in the 1600s and the colonisers derived and christened their territory as Madras, from its name.

The village of Chennapatnam is believed to have situated towards the south of the Fort, which was named by the Nayak of Wandiwash, Damarla Venkatadri Nayakudu, in the memory of his father Damarla Chennappa Nayakudu, who was the governor during the reign of the last Raja of Chandragiri, Sri Ranga Raya VI, of the Vijayanagara Empire. In fact, Madrasapattinam finds a mention in the very first grant sanctioned by Damarla Venkatadri.

However, some believe that Chennapatnam was the original area where the Fort was constructed, and this included the 'new' town that was rapidly developing around it.



Madras and its harbour in the 1910s. Source: Wikimedia.

It isn't quite certain if the new town retained the name in deference to Damarla Venkatadri's wishes or because the site originally bore that name.

Interestingly, both the villages have been distinctly mentioned as separate in all known records, yet the intervening space between the northern Madrasapattinam and the southern Chennapatnam merged so swiftly that before one knew, the two villages began to be considered virtually as one united town. As time passed by, the confusion over both Madrasapattinam and Chennapatnam increased. One was constantly mistaken for the other, and slowly, their exact locations were lost forever.

While the British preferred to stick with Madrasapattinam and eventually Madras, the local people chose to go by the name of Chennapatnam, which had a Dravidian connection and is believed to have originated from the Telugu word for beautiful, i.e., *Chennu*.

Another theory attributes the etymology of Madras having Portuguese links from the name *Madre de Sois*, taking after a Portuguese high authority, who was amongst the early settlers in the region along Coromandel coast in the 1500s.



Chennai's oldest bookstore, Higginbothams. Credits: Venkadesh.

Despite India gaining independence in 1947, it was only after around five decades that the city was rechristened as Chennai on this date, as part of the nationwide drive to replace anglicised names with native terminologies.

While discussions and debates over which names suits the city better continue to ensue, one mustn't forget the fact that Madras and Chennai are like the two sides of the same coin that collaboratively form an intrinsic thread of the historical and cultural fabric of the city.

(Edited by Gayatri Mishra)

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Written by [Lekshmi Priya S](#)

Shuttling between existentialist views and Grey's Anatomy, Lekshmi has an insanely disturbing habit of binge reading. An ardent lover of animals and plants, she also specializes in cracking terribly sad jokes.

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