

Event title	Session on Digital Footprints and Privacy
Event Category	Guest Lecture
Date and Duration	31st January 2026, 9.00 AM to 12.00 PM
Department	PSG Institute of Technology and Applied Research
Co-ordinators	Dr. S. Sangeetha, Associate Professor – AI&DS
Resource Persons	Dr. Selvaraaju Murugesan Head of Data Science, Kovai.co & Mr. Palani Swamy Compliance Manager, Kovai.co
Session Chair / Moderators	Dr. S. Kalarani, Professor & Head - AI&DS.
No. of Participants	800

The Department of Artificial Intelligence and Data Science, in association with the PSG iTech ACM Student Chapter, organized an insightful session on **“Your Data, Your Privacy: Understanding Digital Footprints and Privacy”** on **31st January 2026** at the **CSE / EEE Seminar Hall**. The session was conducted with the objective of creating awareness among students about digital privacy, data protection, and responsible online behavior in the present digital era.

The session commenced with a welcome address, following which the invited resource persons, **Dr. Selvaraaju Murugesan**, Head of Data Science, Kovai.co, and **Mr. Palani Swamy**, Compliance Manager, Kovai.co, delivered informative and engaging talks on digital footprints, data privacy, and compliance-related aspects of data protection. The speakers elaborated on how routine digital interactions contribute to an individual’s online footprint and highlighted the growing importance of safeguarding personal and organizational data.

The resource persons also shared practical insights into data security measures, privacy regulations, and ethical digital practices followed in industry. Real-world examples and discussions helped students understand the consequences of data misuse and privacy breaches, encouraging them to be more mindful of their digital presence and online activities.

The event was organized with the guidance and support of **Dr. S. Sangeetha**, Faculty Coordinator of the PSG iTech ACM Student Chapter, and **Dr. Kalarani**, Professor and Head of the Department of AI&DS. Their continuous encouragement, coordination, and support played a key role in the successful planning and smooth conduct of the session.

The session concluded with a vote of thanks, acknowledging the contributions of the resource persons, faculty members, staff, student volunteers, and members of the ACM Student Chapter. Overall, the event was informative and relevant, effectively enhancing students’ understanding of digital footprints, data privacy, and the importance of responsible use of technology.



Dr. Selvaraaju Murugesan, Head of Data Science, Kovai.co delivering the session at EEE Seminar Hall



Mr. Palani Swamy, Compliance Manager, Kovai.co delivering the session at CSE Seminar Hall

Resource person delivering the session



Organising Team