

# Introduction of the Policies under the Information Technology Act Related to Intermediaries

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**Abstract:** *The following paper will be covering the aspects of Information Technology act, 2000 and its new rule for intermediaries which is Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021. The main aim of the intermediary rules are two fold one increasing the accountability of social media platforms such as Facebook, twitter, Instagram and second is empowering the users of social media by making a three-tier redressal mechanism for efficient grievance resolution. The paper will cover the background of Information Technology act, who is intermediary under the act and the earlier intermediary guidelines rules of 2011. Classification will be covered how categories have been formed under the new rules, due diligence of the intermediaries, grievance redressal mechanism, online safety, rules for news publishers, over the top (OTT) platform and digital media. Safe harbour provision will be discussed as given in section 79 of the IT act. It will be also discussing the need for regulating the social media platforms and digital media platforms.*

*The important features of the intermediary guidelines will be discussed in detailed so that one comes to know the grave importance of the rules framed for the benefits of both, the consumer and as well as the makers or owners of such platform's. This intermediary code has also made an attempt to regulate the classification of films and other entertainment programs including web series on the basis of the nature of content. A light will be also thrown on the arguments against the code as its been criticised as it's restrict freedom of speech on the platform's. It will be tough task to implement the code in the coming years. But Government of India went through the models prevailing of various Countries like Singapore, Australia, European union and United Kingdom so the implementation will be chalked out so that it is followed by the intermediaries without any hussel or tussel In the coming years.*

**Keywords:** Information Technology Act 2000, Intermediary Guidelines and Digital Media Ethics Code Rules 2021, Redressal mechanism, Accountability of platforms, over the top (OTT), safe harbour, Digital media ethics.