

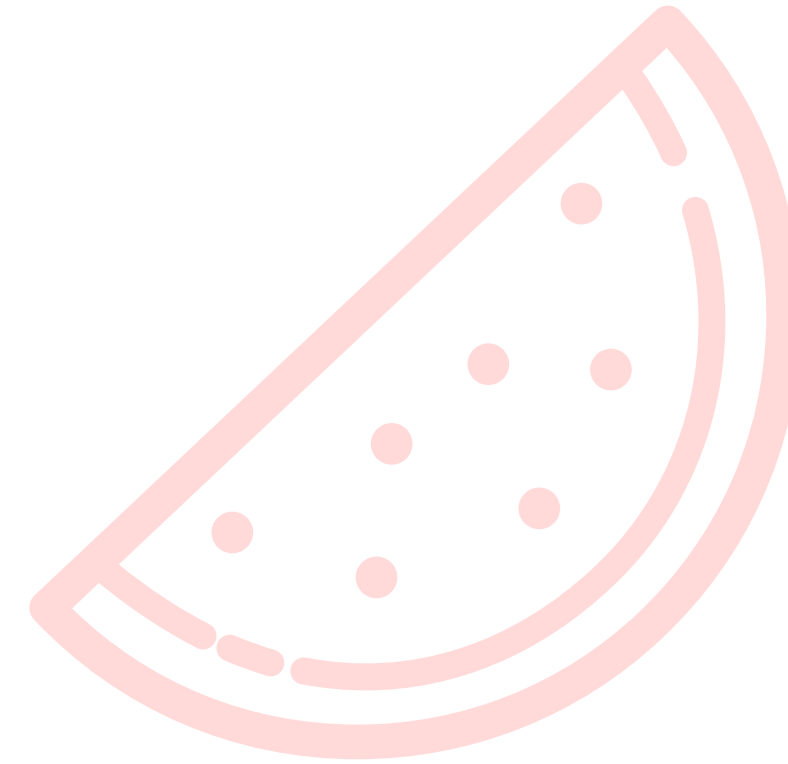
#INTERNETPIZZAFRIDAY

WHAT'S PRIVACY GOT TO DO WITH IT?

iHub Research



DATA PROTECTION



Data protection is the process of safeguarding important information from corruption, compromise or loss.

#INTERNETPIZZAFRIDAY



PERSONAL DATA PRIVACY

are you concerned with your
personal data privacy? what in
specific are you concerned about?



PERSONAL DATA PRIVACY

how does this manifest in your
every day behaviour?



CUSTOMER DATA PRIVACY

do you protect your
customers/clients personal data?
how?



Four stylized watermelon slices are arranged on the left side of the slide. Each slice is outlined in a light pink color and contains several small pink dots representing seeds. The slices are positioned at various angles, creating a dynamic composition.

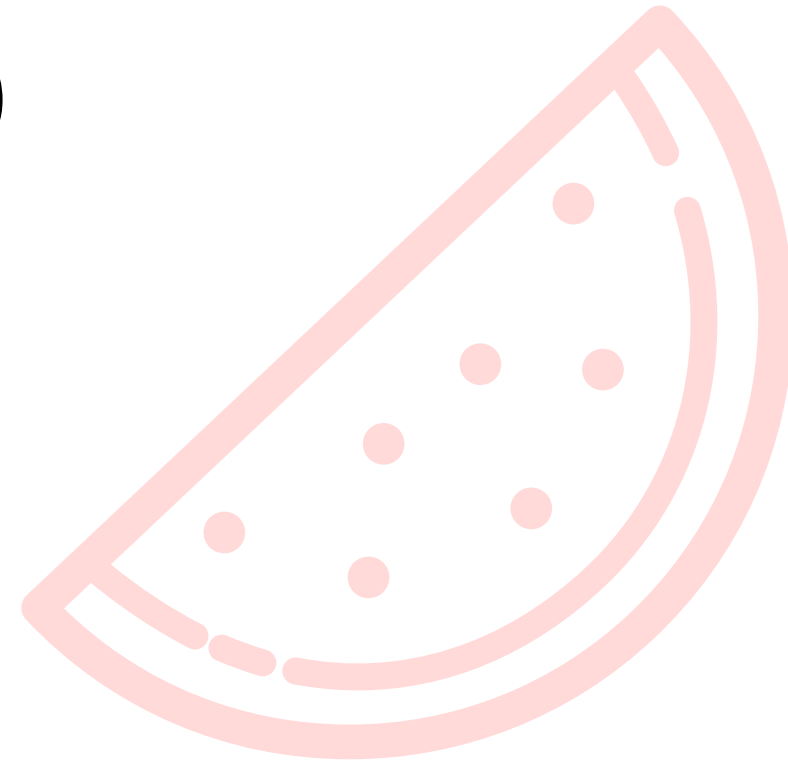
HOW SAFE IS YOUR DATA?

- ageing face challenge
- Free Basics (Facebook)
- Truecaller
- Huduma Namba

#INTERNETPIZZAFRIDAY



PERCEPTIONS



- Africans (Kenyans) don't care about privacy
- Having data protection framework enhances knowledge of citizens around data privacy





In a world where **access to service**
trumps potential risks of sharing
data, how do we push back?



Our role:

- upholding data protection for our customers and only asking for necessary information, giving customers the option to opt out
- public participation in policy discussions
- select services/platforms that best protect our privacy
- seek information



The background of the slide is a repeating pattern of watermelon slices. Each slice is a simple line drawing with a few dots representing seeds. The slices are scattered across the white background.

THE END

THANK YOU!

research@ihub.co.ke

