Open Institute
Data Protection Campaign

May 10 - Jun 27, 21

Background

In order to achieve key objectives for the Open Institute's Data Governance programme, the following needed to happen:

1. Strengthen the visibility of the Data Protection Act and its relevance to citizens' lives by creating awareness of its provisions.
2. Creating awareness of the impact and ramifications of the act as well as people's rights and responsibilities as well as the recourse they could take if their data is misused.

Campaign Objectives

1. Provide factual, age-appropriate information about Data Protection
2. Explain what data protection means to people’s rights and responsibilities
3. Develop online communications to communicate the above

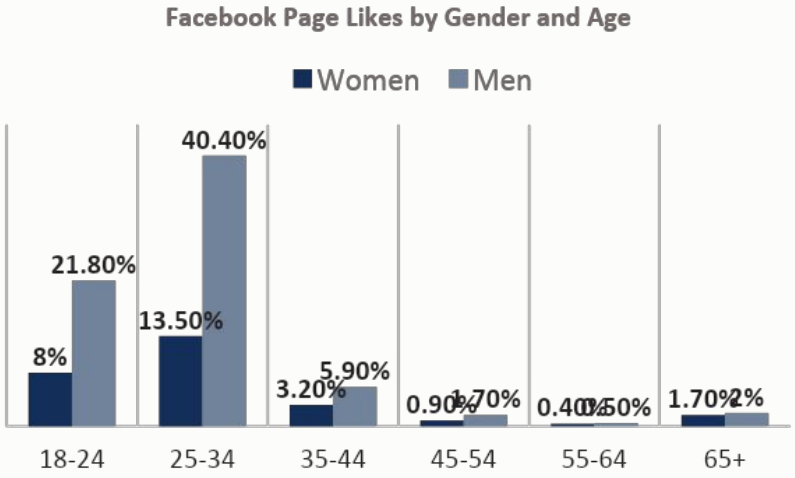
Thellesi Co. Mandate

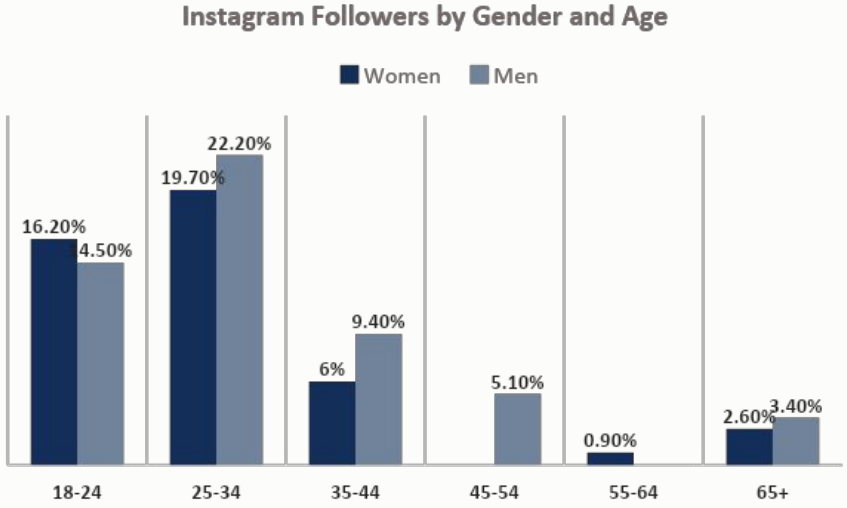
- Thellesi was engaged by Open Institute to run a Social Media Data Protection campaign which began on 10th May and ended on 20th June.
- Thellesi was directly in charge of Facebook, Instagram, LinkedIn and, in the first week, Whatsapp Status.
- The engagement involved copywriting, graphics design, social copy, posting, engagement and weekly reporting.
- The content calendar contained three posts a day, Monday to Friday.
- The campaign kicked off with a press release on 10th May and change of cover pages. This was subsequently followed by posts on 11th May.
- Total posts were 264 posts, total social copy (264), total artwoks (88)

Reach & Engagement

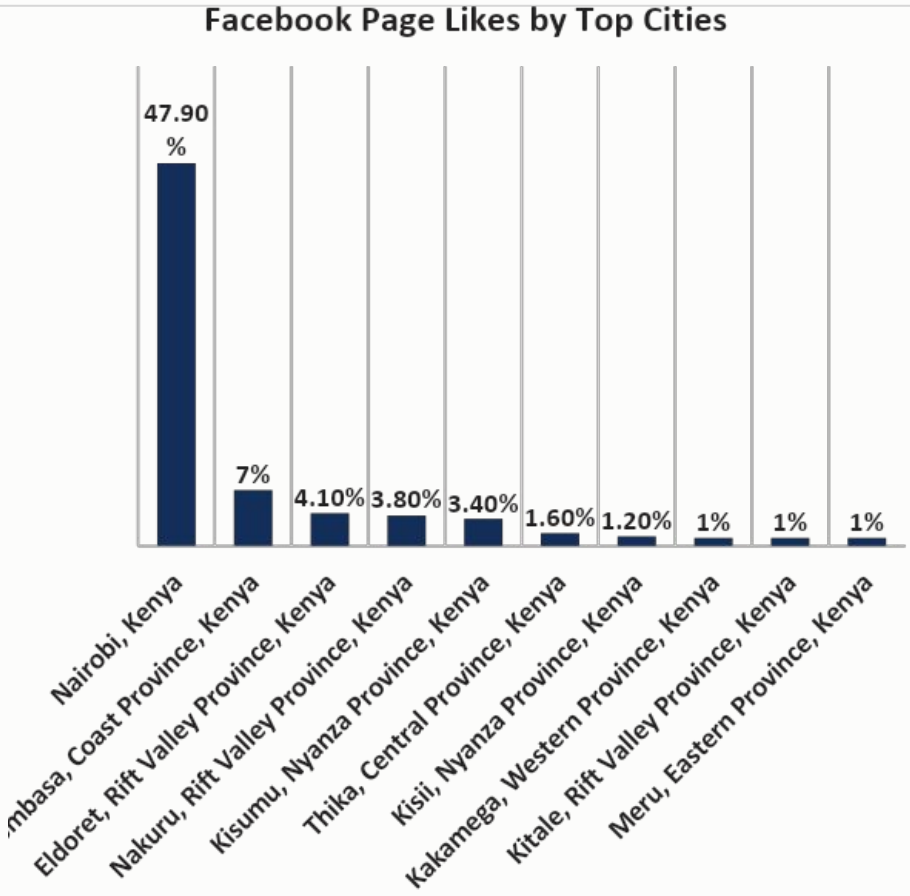
Platform	Likes / followers	Comments	Shares	Link clicks	Likes and Reactions	Reach	Impressions
Twitter						6,952,085	55,290, 058
Facebook	5,171	2,398	1,699	3,200	4,043	56,352	81,833
Instagram	182					6,363	
LinkedIn	385						2,181
WhatsApp Status							29,563
TOTAL							55,403,635

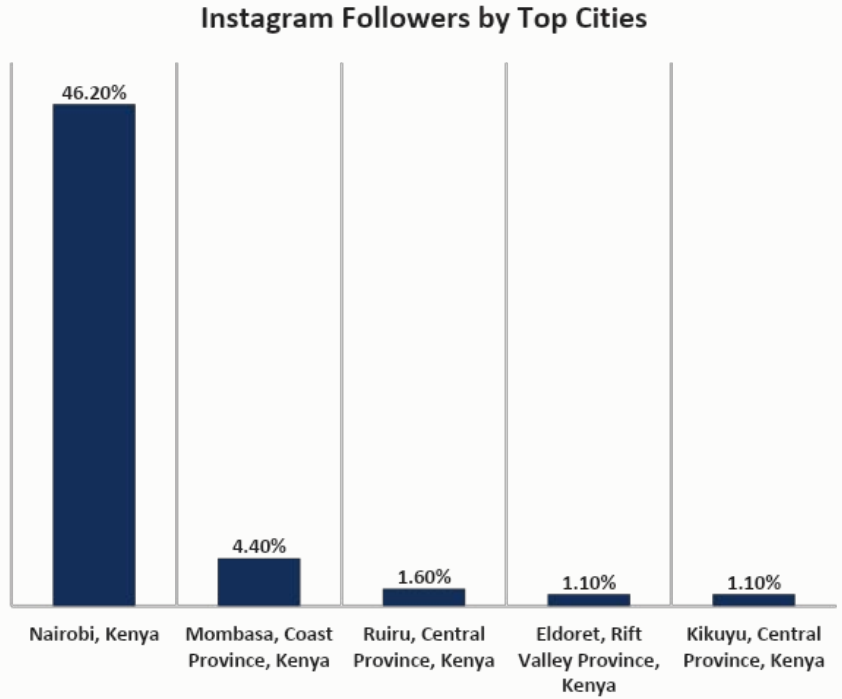
By Gender and Age



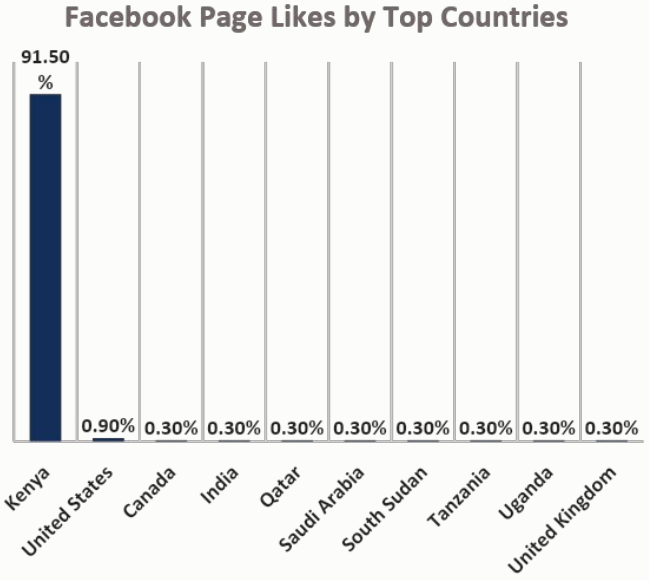


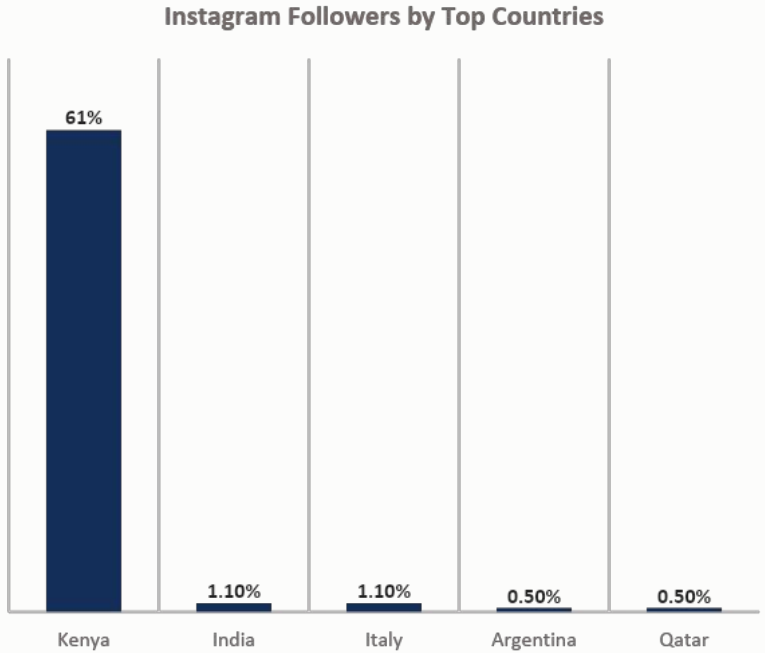
By Top Cities/Towns





By Top Countries





Citizen Digital
May 11, 2021

https://citizentv.co.ke/news/open-institute-touches-ground-to-demystify-data-protection-act-for-kenyans-11356010/

Open Institute touches ground to demystify Data Protection Act for Kenyans

By Citizen Reporter For Citizen Digital
Published on: May 11, 2021 10:14 (EAT)



Open Institute's CEO Al Kags. PHOTO | COURTESY

Photocopiers, Toner Cartridges
Discounted prices
New and refurbished photocopiers and printers for Konica Minolta, Ricoh and Kyocera.
OPEN

Open Institute has reaffirmed its commitment to ensure all crucial Data Protection information is understood by the public.

Open Institute's CEO Al Kags revealed that the organization's Data Governance programme will take lead in ensuring that Kenyans are aware of the impact and ramifications of the Data Protection Act.

This he said includes their rights and responsibilities and the recourse they could take if their data is misused.

"The youth are unaware of the dangers of exposing their valuable data online. They are also unaware of legislation that empowers them to question how their data is collected. We need to meet them where they are," he said.

CITIZEN DIGITAL NEWS CORONAVIRUS BUSINESS SPORTS LIFESTYLE OPINION WATCH LIVE TV

He was speaking on Monday during the launch of countrywide one month #FichaUchi campaign that involves strengthening visibility of the Data Protection Act and its relevance to citizens' lives.

The nationwide campaign comes days after a three-day public participation forum on the proposed Data Protection Regulations.

Ficha Uchi seeks to demystify the Data Protection concept by providing factual, age-appropriate information about Data Protection.

IXL Kinder-garten 2nd Grade 4th Grade 6th Grade 8th Grade Geometry 1st Grade 3rd Grade 5th Grade 7th Grade Algebra 1 & 2 Precalculus

Al Kags expressed concern that many Kenyans especially the youth who dominate the digital space are not conversant with what the Act means to their own safety.

Kenya has a population of 47.5 million citizens with 35.7 million of them (75.1%) below 35 years.

Data from Q1 ICT sector statistics report for FY 2020/2021 shows that there are more than 59.84 million mobile subscriptions in Kenya.

Data/ Internet Total Subscriptions are estimated at 43 million. Mobile money agents are over 245,000 with money transfers valued in trillions.

All this is personal data in the hands of data controllers and data processors. In the same period, more than 35 million cyber threats were detected.

"Data Protection is considered a fairly complex concept. The Data Protection Act is in force, though many Kenyans are not aware of its provisions. As an organisation and through this initiative, our end result is to create awareness and simplify issues around data protection for the consumption of the regular Kenyan citizen as we work to empower them to protect their data," Kags added.

Open Institute welcomed other stakeholders to join them on the ground as they empower Kenyans by simplifying Data Protection information for them for the greater good.

Soko Directory

May 11, 2021

https://sokodirectory.com/2021/05/there-are-more-than-59-84-million-mobile-subscriptions-in-kenya/

There Are More Than 59.84 Million Mobile Subscriptions In Kenya

By Soko Directory Team / Published May 11, 2021 | 10:36 am

51 Shares Share Tweet Share Email Share

KEY POINTS

Data from the Q1 ICT sector statistics report for FY 2020/2021 shows that there are more than 59.84 million mobile subscriptions in Kenya.



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This nationwide campaign comes days after a three-day public participation forum on the proposed Data Protection Regulations. Ficha Uchi will demystify the Data Protection concept by providing factual, age-appropriate information about Data Protection.

From his office, Al Kags expressed concern that many Kenyans especially the youth who dominate the digital space are not conversant with what the Act means to their own safety.

"The youth are unaware of the dangers of exposing their valuable data online. They are also unaware of the legislation that empowers them to question how their data is collected. We need to meet them where they are."

You • Status
Video (0:13)



The only privacy we've got left is in the confines of our thoughts. What we need is strong judiciary and parliament that will not be arm twisted by afew scrupulous individuals 3:32 PM

You • Status
Photo



Digital money lenders have adamantly refused to be regulated by the central bank. Did you know that most of these apps that are fraudulently misguiding users to get unguranteed loans aren't even supposed to be on playstore? 3:35 PM

5/27/2021

You - Status
Photo



What is this campaign about besides scaring us? What is the call to action? 7:18 AM

Oooh 12:25

You • Status
Photo



😳😳😳i always save kwa browser😫😫😫 12:26

Now you know 12:27 ✓✓

Okay 12:23

You • Status
It's a wrap



Alaaa😳😳 didn't know I usually forget to put off my blue tooth 12:25

Watu wa Bluetooth😀 12:29 ✓✓

You • Status
Photo



Hi!will u kindly enlighten me on this one? 10:38 PM

1 Unread Message

You • Status
Photo



Very true. Imagine msee aki access all your private data. Tricky sana 12:13

You • Status

Photo



Yes it's true that when you allow your browser/cache to save your password, a malicious hacker can use the same information to access your important accounts, change password, and acces it without your consent specifically when your gadget has been stolen. The very guy who can hack ua device and access to your phone can use the information in criminal stuffs hence tarnishing your reputation. Thus for me I always ensure I clear my browser to be on safe side. Thanks to this platform as it has educated me to always be vigilant of my confidential information. 12:42

You • Status

It's a wrap



Thanks for this, now I know 😊 12:48

🤗🤗 12

May 12, 2021

You • Status

Photo



Sad truth 08:35

Forwarded



Ama zibaki tu zote. No ha

08:39



Tuma hadi ya jana.. 11:02

Ndio imake sense kwa watu hawajui about the campaign 11:02

You • Status

Photo



Wueh, I can relate to this juu actually all my passwords ziko saved. But nitawacha ku save 13:05

LESSONS

- Most people are unable to correctly define the term DATA.
- Data is majorly known as a tool for accessing internet.
- People are not aware of existing laws that protect them from Data Breach.
- People are not aware of the Data Protection custodians in Kenya like Immaculate Kassait.
- Data protection is a complex topic that needs to be extended beyond social media.
- We noted fatigue among OI's followers as number of impressions reduced as the days went by.
- There is need to complement digital with on ground programmes.
- From the field work we conducted, focus group discussions seemed to attract crowds.
- Majority of the target group still do not understand what Data Protection is.

RECOMMENDATIONS

- Consider taking the campaign **direct to the ground** with **focus group discussions**
- Consider a **proof of concept** campaign with a fraction of counties
- Consider creating a **Data Protection curriculum**
- Consider introducing a weekly trending hashtag
- Consider a weekly twitter thread on Data Protection
- Consider piggybacking on trending hashtags
- Consider playing a watchdog/whistleblower role