



## GPA Global Privacy and Data Protection Awards 2025

### Entry Form

To submit an entry to the GPA Global Privacy and Data Protection Awards, please complete and email this form to [secretariat@globalprivacyassembly.org](mailto:secretariat@globalprivacyassembly.org) **no later than 16 June 2025**.

Note: GPA member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline above.

Languages: The GPA documentation Rule 6.2<sup>1</sup> applies.

#### 1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority: **The Office of the Data Protection Commissioner**

Person completing this form: **Immaculate** **Kassait**

*First name* *Last name*

**Data Commissioner**

Job title:

**Info@odpc.go.ke**

Email address:

#### 2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- ☒ The Authority is a member of the Global Privacy Assembly
- ☒ The initiative described in this entry was undertaken before 16 June 2025.
- ☒ I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat.

#### 3. CATEGORIES

Please indicate which category you wish to enter.

*Please tick **one**; please use a separate form for each category you wish to enter:*

- ☒ Education and Public Awareness
- ☐ Accountability
- ☐ Dispute Resolution and Enforcement
- ☐ Innovation
- ☐ People's Choice

#### 4. DESCRIPTION OF THE INITIATIVE

**a. Please provide a brief summary of the initiative (no more than 75 words)**

<sup>1</sup> [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other Assembly documents such as the Assembly Rules and Procedures.



*The Office led a nationwide awareness initiative to promote a data protection culture among diverse audiences in 47 counties. Through tailored content shared via mainstream and social media, dynamic roadshows, and a creative partnership with the Ministry of Education at the Kenya Music Festivals—featuring themed songs, poems, and choral performances—the Office effectively inspired positive attitudes, behaviors, and beliefs around personal data processing. This holistic campaign elevated public engagement and understanding of data rights.*

**b. Please provide a full description of the initiative (no more than 350 words)**

*The Office launched a comprehensive public awareness initiative aimed at fostering a strong data protection culture across Kenya. In collaboration with the Kenya School of Government, the Office developed a training curriculum to guide stakeholder capacity building, supported by the accreditation of competent entities to conduct training sessions. To reach diverse audiences, the Office produced animated videos, songs, flyers, handbooks, and Z-card brochures with tailored messages. These were disseminated through mainstream media—including TV and radio stations with national and community reach—ensuring content was translated into vernacular languages. Social media campaigns, amplified by influencers, expanded reach further.*

*A vibrant caravan roadshow campaign deployed branded trucks featuring influential personalities who engaged directly with the public in marketplaces and on roadsides. In a unique collaboration with the Ministry of Education, the Office partnered with the Kenya Music Festival—a platform reaching learners from primary to university level across all 47 counties. Here, students delivered creative performances including songs, choral verses, and poems on data protection themes, effectively using young voices to champion the cause.*

*Additional platforms included participation in annual agricultural trade fairs and strategic speaking engagements at professional association meetings such as the Institute of Certified Public Accountants of Kenya (ICPAK). Moreover, a nationwide advocacy program was rolled out in partnership with the national administration system, targeting data controllers, processors, and subjects through town hall workshops.*

*Through these diverse, inclusive, and innovative approaches, the initiative significantly enhanced public understanding and engagement with data protection rights and responsibilities.*

**c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)**

*This initiative deserves recognition by the Global Privacy Assembly Award for its inclusive, innovative, and impactful approach to data protection awareness. It stands out for its multi-platform strategy tailored to Kenya's diverse population—leveraging national and community media, vernacular translations, social media influencers, roadshows, and creative arts.*

*By integrating data protection themes into the Kenya Music Festival and collaborating with educational institutions, the initiative reached young audiences in a culturally relevant and engaging way, making privacy education accessible and memorable. The development of a formal training curriculum and the accreditation of trainers demonstrates a commitment to sustainable capacity building.*

*Additionally, the partnership with the national administration system enabled nationwide outreach through town halls and professional forums, engaging both data handlers and the*



*general public. This holistic model not only raised awareness but also influenced attitudes and behaviors toward personal data rights and responsibilities.*

*The initiative exemplifies how data protection can be localized, and made impactful through innovation, partnerships, and cultural integration. It serves as a replicable model for other countries aiming to promote privacy in diverse and resource-constrained contexts.*

- d. Please include a photograph or image, if you wish** (*This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided*)



- e. Please provide the most relevant link on the authority's website to the initiative, if applicable** *(The website content does not need to be in English)*

<https://www.odpc.go.ke/gallery-2/>

<https://x.com/ODPC> KE

[https://x.com/ODPC\\_KE/status/1803053961953288230](https://x.com/ODPC_KE/status/1803053961953288230)

<https://x.com/ODPC> KE/status/1823333634176151615

<https://x.com/ODPC> KE/status/1842173647730905306

<https://www.odpc.go.ke/data-bulletin/>

<https://www.odpc.go.ke/newsletters/>



f. Please provide any other relevant links that help explain the initiative or its impact or success (e.g. links to news reports or articles):

*The **ODPC's nationwide awareness roadshows** have played a key role in educating the public on data protection. These roadshows were held across several counties including **Nairobi, Mombasa, Kisumu, Uasin Gishu, Nyeri, Garissa, Baringo and Homabay**. They significantly boosted public awareness, resulting in increased complaints, inquiries, and registrations of data processors and controllers.*

*The **youth and digital literacy campaigns** targeted students and young innovators, particularly in tech hubs and universities. These efforts encouraged the adoption of privacy-by-design principles in apps and platforms developed by youth, especially in areas like Siaya, **Nairobi, Eldoret, and Kisumu**.*

*By forming **strategic partnerships** with funders, government agencies and civil society groups, the ODPC expanded its advocacy reach. These collaborations helped improve data handling practices in public services, especially around the use of personal and biometric data.*

*The **media and digital outreach** strategy used radio, TV, and social media to reach audiences in English, Kiswahili, and local languages. This approach widened public engagement and led to increased visits to ODPC's platforms and use of its data protection services.*

<https://www.youtube.com/watch?v=Kxj1AM2rcEU>

<https://www.kenyanews.go.ke/office-of-data-protection-commissioner-odpc-promotes-public-awareness/>

<https://businessdayafrica.org/1994-2/>