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 **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[1] 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*
Job title:	**Data Commissioner**
Email address:	Info@odpc.go.ke

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)*

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[1] 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 in line with the data protection act ,2019, digitalization of government services and its strategic plan 2022/23 -2024/5 adopted use of Artificial Intelligence through an AI chatbot for efficient delivery of its mandate on awareness creation and value creation to stakeholders towards compliance with the provisions of the Act.

The deployment of AI chatbot has enhanced accessibility, responsiveness, and personalization, making it an invaluable tool for disseminating information and fostering awareness data protection.

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

As Artificial Intelligence (AI) continues to be a key technological enabler offering a wide range of new opportunities to break down existing barriers to human development and social inclusion in data protection, The Office in partnership with GIZ leveraged the Opportunity to address the gap and achieve the Sustainable Development Goals (SDGs) through a sustainable, affordable and easily accessible AI solution.

The Objective of the was to:

i. *Address awareness gaps around data protection and privacy, especially enquiries of data subjects, processors and controllers; and*
ii. *Improve the overall state of compliance with the Data Protection Act (DPA) 2019.*

The Solution was launched on 28th February 2024 during commemoration of annual data privacy day making the Office the first data protection authority and government institution to leverage AI.

The Office has been able to realize the following benefits through the innovation:

i. ***Instant Response and 24/7 Availability:*** *The chatbot is available round the clock, providing instant access to important data protection information at any time, irrespective of geographical locations or time zones.*
ii. ***Personalized Engagement:*** *ODPC chatbot has been programmed to understand user preferences and tailored to their responses, accordingly, delivering targeted information, making awareness campaigns more relevant and effective for individual users.*
iii. ***Scalability:*** *The chatbot can handle a large volume of data protection queries simultaneously, making it scalable for widespread awareness campaigns.*
iv. ***Sustainability and Cost-Effectiveness:*** *Use of the chatbot for awareness creation is sustainable and cost-effective compared to traditional methods. It can operate autonomously, reducing the need for human intervention and associated costs.*
v. ***Multilingual Support:*** *The chatbot has been programmed to support multiple languages (English, Swahili among others), breaking down language barriers and reaching diverse audiences.*

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> vi. **Integration with Multiple Platforms:** AI chatbot has been integrated into various digital platforms, including websites, social media, and messaging apps. This versatility ensures that awareness campaigns can leverage multiple channels to reach a wider audience.
>
> vii. **Feedback Mechanism:** ODPC chatbot can collect feedback from users, allowing the commission to gauge the effectiveness of their awareness campaigns.

c. Please explain why you think the initiative deserves to be recognised by an award *(no more than 200 words)*
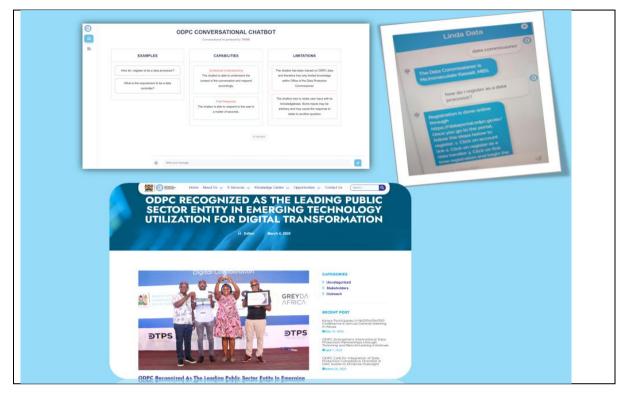
The AI Chatbot created by the Office of the Data Protection Commissioner (ODPC) deserves recognition for its significant impact on data protection services in Kenya. As a 24/7 virtual assistant, the chatbot greatly improves public access to information. This allows citizens, no matter where they are, to understand and exercise their data privacy rights. It also streamlines operations by managing routine inquiries, which lets ODPC staff focus on more complex regulatory tasks. As a result, this has improved efficiency and response times.

The initiative shows innovation in public service by ethically using artificial intelligence in regulatory work. It sets a strong example for digital governance. The chatbot also helps raise awareness and compliance, especially for small organizations and data controllers who may not be familiar with the law. Built with user-friendliness and accessibility in mind, it supports multiple languages and serves diverse communities.

Furthermore, its scalable and cost-effective nature makes it a sustainable model for other government agencies. Ultimately, the chatbot highlights how new technologies can support transparency, accountability, and citizens' rights. This makes it an outstanding initiative in digital public service and deserving of recognition through an innovation or public service excellence award.

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)*

www.odpc.go.ke

https://www.odpc.go.ke/odpc-recognized-as-the-leading-public-sector-entity-in-emerging-technology-utilization-for-digital-transformation/

https://bot.odpc.go.ke/chat/

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):*

https://www.facebook.com/ODPCKenya/videos/cabinet-secretary-ministry-of-information-communication-and-digital-economy-eliu/1084035506352304/

https://www.odpc.go.ke/odpc-recognized-as-the-leading-public-sector-entity-in-emerging-technology-utilization-for-digital-transformation/

https://www.techreviewafrica.com/news/2097/odpc-honored-as-leading-public-sector-entity-in-emerging-technology-utilization/

https://posts.kictanet.or.ke/invite-giz-fireside-chat-in-collaboration-with-odpc-and-kppa-ai-for-public-service-delivery-on-thursday-march-14-2024/