



PRESS RELEASE

For Immediate Release

ODPC LAUNCHES COUNTRYWIDE AWARENESS CAMPAIGN

MACHAKOS, Kenya, May 3 – The Office of the Data Protection Commissioner (ODPC) has launched a nationwide awareness campaign drive which will be implemented through county visits and interactions with Data Controllers and Data Processors.

The pilot phase which targets Machakos, Tana River, and Garissa counties was officiated in Machakos by Data Commissioner Immaculate Kassait, MBS. alongside Assistant County Commissioners (Machakos) Elijah Chilwe and Machakos County Coordinator National Government Affirmative Action Fund, CPA Martin Kioko.

Awareness creation is one of the key pillars in ODPC strategic plan 2022/23- 2024/25 and is aimed at ensuring that members of the public are aware of how the law supports them to exercise the data protection rights as a means of fostering a culture of data privacy.

The event which was organized with support from Amnesty International and Open Institute was attended by more than 100 people drawn from Government-allied institutions, Women and youth-led groups, Civil Societies and the general public.

The Data Commissioner, in her remarks noted that the office was committed to interacting with Kenyans at the grassroots level and create awareness on data protection laws. "The Constitution of Kenya, 2010 guarantees every person the right to privacy. Our aim is to sensitize Kenyans and ensure they start appreciating their rights as stipulated in the Data Protection Act,2019."

Kassait exuded confidence that the awareness sessions will enable Data Controllers and Data Processors to appreciate their obligations and compliance requirements on data protection.

"The office has made tremendous strides since operations began more than two years ago, the county outreach program is part of our initiatives to increase public awareness, establish partnerships, and engage with 'mwananchi' at the local level," she added.

In closing, the Data Commissioner said, "As an office, we remain open for collaboration and partnerships and we encourage data processors and data controllers to reach out to us for advisories and queries related to the compliance to the Data protection Act, 2019," she added.

In his remarks, the Assistant County Commissioner urged Data Controllers and Data Processors to register with the office of the Data Protection Commissioner.

"The digital superhighway & creative economy is at the core of the government's agenda therefore calling the need to put in place safeguards that will protect the processing of personal data," he pointed out.

Kioko, on his part urged all stakeholders, especially representatives of caucus groups to spread the message of data protection which is a key aspect in the growth of the country's digital economy.

In an effort to drive access to ODPC services at the regional level, this year the Office plans to establish offices in the counties starting with Kisumu, Nakuru, and Mombasa. This will help enhance access to our services at the regional level.

For media enquiries:

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About the Office of the Data Protection (ODPC)

Office of the Data Protection Commission (ODPC) is a State corporation whose key mandate is to regulate the processing of personal data, protect the privacy of individuals and to provide data subjects with rights and remedies to protect their personal data.

The ODPC was established in November 2020 pursuant to the Data Protection Act, 2019 giving to effect Article 31 (c) and (d) of the Kenyan Constitution. The Data Protection (General) Regulations, 2021, Data Protection (Registration of Data Controllers and Processors) Regulations, 2021 and The Data Protection (Complaints Handling and Enforcement Procedures) regulations, 2021 were recently passed in order to enable implementation of the Act.