

Abstract

The present study examined the correlation between big data and personal information privacy in Kenya, a developing nation which has experienced a significant rise in utilization of data in the recent past. The study sought to assess the effectiveness of present data protection laws and policies, highlight challenges that individuals and organizations experience while securing their data, and propose mechanisms to enhance data protection frameworks and raise public awareness of data privacy issues. The study employed a mixed-methods approach, which included a survey of 500 participants, 20 interviews with key stakeholders, and an examination of 50 pertinent documents. Study findings show that the regulatory and legal frameworks though present are not enforced, demonstrating a gap between legislation and implementation. Furthermore, there is a lack of understanding about the risks posed by sharing personal information, and that more public education and awareness activities are required. The findings also demonstrate that while people are prepared to trade their personal information for concrete benefits, they are concerned about how their data is utilized and by whom. The study proposes the establishment of a National Data Literacy Training and Capacity Building Framework (NADACA), that should mandate the training of government officials in best practices for data governance and enforcement mechanisms, educate the public on personal data privacy and relevant laws, and ensure the integration of data literacy into the curriculum, alongside the provision of regular resources and workshops on data literacy. The study has significant implications for policymakers, industry representatives, and civil society organizations in Kenya and globally.