



KEY RESPONSIBILITIES OF BUSINESSES

Businesses are accountable for protecting customer privacy and ensuring that any personal information they gather, store, or process is handled legally, ethically, and securely. These obligations aid in fostering confidence, guarding against abuse, and avoiding legal repercussions. The responsibilities include:

COMPLIANCE WITH NATIONAL AND REGIONAL LAWS

Any business/data controller that collects data from consumers must do so in compliance with the national and regional laws to ensure protection of the rights of users and avoid legal penalties.

LAWFUL DATA COLLECTION

Ensure that users/data subjects are informed that their data is being collected and are made aware of possible third party recipients of the data; the business must obtain data subjects' explicit and informed consent to do so; and information should be used for the specific purpose it is collected.

SECURITY OF DATA

Put in place proper safeguards against loss or illegal access to consumer data; sharing with third parties should be done with explicit consent of the data subject; data controllers must ensure that third parties, especially those across borders, have in place adequate safeguards to protect the data, and such parties should be disclosed to the data subject.

ACCOUNTABILITY AND TRANSPARENCY

The Identity of the collector of consumer data should be made known to users and consumers should be provided with a clear privacy policy explaining among others: the type of data collected, how it will be used and with whom it will be shared.

USER RIGHTS AND CONTROLS

Provide users with access to controls over their data which allows them to among others: access the data, correct it and delete it. Users should have the right to withdraw granted consent at any time.

RETENTION AND MINIMIZATION OF DATA

The business should review outdated and unnecessary data regularly. Data should also be kept only for as long as necessary after which it should be safely and permanently deleted.

COMPETENT STAFF

Any staff member of the business with access to users' data should be well trained to understand and follow data protection laws and policies, in order to handle the customers' data securely.

Failure to disclose essential information to the data subjects is treated as a misleading representation while denying them their rights provided for under the law is considered unconscionable which are violations of the COMESA Competition Regulations.

"Data protection is not optional — it's a legal and moral responsibility for every business."

