

A blurred background image of a business meeting. Several people in professional attire are gathered around a table. One person is holding a tablet displaying a chart, while others are holding smartphones or coffee cups. The scene is dimly lit, with a focus on the hands and devices in the foreground.

Ethical Integrity in Social and marketing Research: Data Collection, Consent and Use in Nigeria's Marketing Research Sector

Outline

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to Data Ethics in
Nigeria

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The Unchecked
WhatsApp Poll

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Data Sharing
Without Consent

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Introduction to Data Ethics in Nigeria



In Nigeria's rapidly growing digital economy, data ethics is crucial for marketing research.



With the rise of digital technologies, data collection and use have become increasingly complex, raising concerns about privacy, consent, and security.

Data Ethics

- Data ethics involves responsible collection, use, and protection of personal data.
- In Nigeria, the NDPC Act 2023 regulates data processing, emphasising consent, security, and participant rights. Key aspects include
 - ✓ Explicit consent for data collection and sharing
 - Clear opt-in: No pre-ticked boxes
 - Specific purpose: State data use (e.g., "for marketing research")
 - Unbundled consent: Separate consent for different uses (e.g., survey , newsletter signup)
 - Easy withdrawal: Allow opting out anytime
 - ✓ Data minimization and anonymization
 - Data Minimization: Collect only necessary data (NDPC §6). Ask: "Is this data needed for the purpose?"
 - Anonymization*: Remove identifiers (e.g., names, phone numbers) to protect participants
 - Pseudonymization*: Replace identifiers with codes (e.g., ID123 instead of "John Doe")
 - ✓ Secure storage and breach notification
 - ✓ Respect for participant rights (access, correction, erasure)

Why Data Ethics Matters in Nigeria

Trust: Builds confidence in research and digital services

Compliance: Avoids NDPC fines and reputational damage

Reputation: Enhances brand credibility and customer loyalty

Key Issues in Data Ethics



Collection: How data is gathered
and from whom



Consent: Whether participants
understand and agree to data use



Use: How data is applied, shared,

Nigeria's Regulatory Landscape

NDPC Act 2023:
Regulates data
processing, consent,
and security

Cybercrime Act:
Addresses data-
related crimes

CASE STUDY I

- The Unchecked WhatsApp Poll

CASE STUDY II

Data Sharing without consent

Nigeria Data Protection Commission (NDPC) Compliance & Best Practices

1

Consent: Set clear, specific, opt-in (NDPC 6).

2

Storage: Encrypt data, limit access (NDPC 29).

3

Breach Plan: Report breaches to NDPC in 72 hours (NDPC 34).

4

Participant Rights*: Allow withdrawal, access, erasure.

Best Practices

Use consent checkboxes in surveys.

Anonymize data where possible.

Train staff on NDPC rules.

Have a breach response plan.



QUESTION AND ANSWER

THANK YOU

