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## Voter Profiling in the 2017 Kenyan Election

**CONTENT TYPE**

News & Analysis

**POST DATE**

2nd June 2017



## Letter to Cambridge Analytica on 2017 Kenya Election

**CONTENT TYPE**

Advocacy

**POST DATE**

30th May 2017

## Further questions on Cambridge Analytica's involvement in the 2017 Kenyan Elections and Privacy International's investigations

**CONTENT TYPE**

Long Read

**POST DATE**

27th March 2018

## Cambridge Analytica and Facebook are part of an industrial sector that exploits your data

**CONTENT TYPE**

Long Read

**POST DATE**

20th March 2018



The processing of personal data in political campaigns requires exactly this kind of reconciliation. Political parties perform unique and essential roles in democratic societies. They educate and mobilize voters. They are the critical mechanisms that link the citizen to his/her government. The processing of personal data by parties and candidates for the purposes of “democratic engagement” should perhaps allow a wide latitude to process personal data to educate and mobilize voters.<sup>13</sup> On the other hand, many of the current activities of political parties can barely be distinguished from current marketing organisations: they advertise online and offline; they employ data analytics companies; they purchase space on social media platforms to reach custom audiences; and they constantly test and retest their political messaging. Parties now “shop for votes.” Some voters perhaps choose parties in the same way that consumers shop for products.<sup>14</sup>

# 2020: A Facebook user's Odyssey?

Join us on a journey to try to solve the mystery behind the advertisers who have uploaded our personal data to Facebook but with whom we've never interacted with before.

## KEY FINDINGS

- In summer 2019, we noticed that "unknown" companies had been uploading our data to Facebook and we decided to send Data Subject Access Requests (DSARs) to find out more.
- This ended up being a lengthy and tedious process, involving requests to fill in unnecessary forms or being asked to provide more data than needed as well as other obstacles to the proper and smooth exercise of our data access rights.
- Eventually, we managed to shed some light on the "Facebook advertisers mystery" by finding out more about the involvement of third parties in the process.
- However, our investigation demonstrates the need to continue challenging this opacity overall and Facebook's less than adequate transparency
- As a result of this investigation some companies reviewed their practices and we have written to Facebook to demand changes.



# Challenging Data Exploitation in Political Campaigning

PI Recommendations

June 2020

[privacyinternational.org](https://www.privacyinternational.org)

These recommendations are addressed below to three sets of actors:

- I. Governments, Legislators and Regulators;
- II. Political parties and political campaign groups ; and
- III. Companies, that is the “ecosystem” of companies involved in political campaigning.

# **TRANSPARENCY!!!!!!**

**Also,**

- **Enforce data protection law and close loopholes**
- **Update electoral law for the digital age**
- **Legal frameworks must provide effective redress**
- **Regulators, judicial and oversight bodies responsible for data protection and electoral law are independent and adequately resourced.**



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Privacy matters...

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...because it helps to protect free elections

