

7th Global Conference on

# DATA SCIENCE AND MACHINE LEARNING

December 13, 2022 | Webinar

Received date:09-11-2022 | Accepted date:13-11-2022 | published date: 20-12-2022

## Impact of consumer data protection on the future of data science

**Sangwen Keima Apollo**

Consuldata and research centre, Kenya

One of the most significant developments in recent years has been the expansion of data science. This is a term that refers to the scientific process of data analysis and interpretation. Data science has become an important tool in many fields and it has also contributed to the growth in the use of data from consumers. Although there are many ethical considerations when collecting data, this is something that everyone should actively participate in deciding.

Data science is a diverse field consisting of many sub-disciplines based on how the data is collected and processed. The most common form of data collection is through online surveys which are used for marketing purposes. Collecting data from consumers allows companies to effectively target their sales and increase profits. This is because it is much easier to collect personal information from many people than from a limited number of sources. There is also strong incentive for collecting large amounts of data, as this allows for faster processing and analysis. As a result, the more people use data, the better it becomes. The growth in the use of data has led to a rise in data privacy concerns. People are worried about the misuse of their personal information. This is especially true for countries with weak privacy laws such as across Eastern Europe and Africa. There is a push towards data privacy to maintain data integrity. It is important to protect people's data without restricting innovation or restricting freedom of speech. The best way to do this is through transparent laws and processes for protecting people's data.

### Recent Publications

1. Schwartz, M., & Carroll, A. B. (2019). Corporate social responsibility: A three domain approach. *Business Ethics Quarterly*, 13(4), 503–530.
2. Smith, H. J., Dinev, T., & Xu, H. (2018). Information privacy research: An interdisciplinary review. *MIS Quarterly*, 35(4), 989–1016.
3. Solove, D. J. (2018). Taxonomy of privacy. *University of Pennsylvania Law Review*, 154(3), 477–564.

### Biography

Sangwen Keima is the Co-Founder and chairperson of Consuldata and Research Centre, a Kenyan firm that deals in research and consultancy in data analysis. Similarly, he is the founder and lead consultant at the 97Club Data Science Community, which is a community that seeks to build and utilize data science for businesses and the society, and to mentor and train young people in data science and machine learning in Kenya and Africa. Sangwen holds a Bachelor of Actuarial Science degree and has extensive knowledge and interests in data, technology, and business. Over the past years he has been active in promoting the growth of data science in Kenya and in equipping of young people with the much-needed skills to build the sector. He is driven by the passion to transform lives and to create a better society through the disruptive solutions of data science, machine learning, and associated technologies.

e: ksangwen@gmail.com