

A BOHEMIAN ANALYTICS GUIDE

Data Privacy *Basics*

An introductory guide to data privacy principles for individuals and small businesses.

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What's inside this guide

A short, practical introduction to data privacy — written for individuals who want to protect their information, and small businesses that handle other people's.

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01 — FOUNDATIONS

What Is Data Privacy?

Understanding the basic idea before the rules.

Data privacy is about control — who gets to see your personal information, what they're allowed to do with it, and for how long they can keep it. It covers everyday things: your name, phone number, email address, location, photos, and even your online browsing habits.

For individuals, data privacy means having a say in how your information is collected and used by the businesses, apps, and services you interact with. For businesses, it means being a responsible custodian of other people's information — collecting only what's needed, protecting it properly, and being transparent about how it's used.

In Nigeria, data privacy is governed by the **Nigeria Data Protection Act 2023 (NDPA)**, which sets out the rules that organisations must follow when they collect, store, use, or share personal data. This guide introduces the basic ideas behind that law — not as a substitute for legal advice, but as a starting point for understanding your rights and responsibilities.

02 — CONTEXT

Why It Matters

The stakes look different depending on which side of the data you're on.

For Individuals

- Protects you from identity theft and fraud
- Gives you a say in who profits from your information
- Reduces unwanted contact, tracking, and profiling
- Builds trust between you and the services you use

For Small Businesses

- Avoids regulatory penalties under the NDPA 2023
- Builds customer trust and long-term loyalty
- Reduces the risk and cost of data breaches
- Signals professionalism to partners and investors

03 — PRINCIPLES

Seven Key Principles

The core ideas behind most data protection laws, including the NDPA 2023.

1 Lawfulness & Fairness

Personal data should only be collected and used in ways that are lawful and fair to the individual it belongs to.

2 Purpose Limitation

Data should be collected for clear, specific reasons — not used later for something entirely different without consent.

3 Data Minimisation

Only collect what's actually needed. If you don't need someone's date of birth, don't ask for it.

4 Accuracy

Personal data should be correct and kept up to date, with errors corrected promptly when found.

5 Storage Limitation

Don't keep personal data longer than necessary for the purpose it was collected for.

6 Integrity & Confidentiality

Data must be kept secure — protected against unauthorised access, loss, or damage.

7 Accountability

Organisations must be able to demonstrate that they're following these principles, not just claim to.

04 — FOR INDIVIDUALS

Practical Tips for Individuals

Small habits that meaningfully reduce your exposure.

01 **Read before you accept**

Skim privacy policies and permission requests before agreeing — especially what data an app wants to access.

02 **Limit what you share**

Only provide the information a service genuinely needs to function. You can usually decline optional fields.

03 **Use strong, unique passwords**

A password manager makes this painless and prevents one breach from exposing every account you own.

04 **Know your rights**

Under the NDPA 2023, you can request access to, correction of, or deletion of your personal data held by an organisation.

05 **Report concerns**

If you suspect misuse of your data, you can lodge a complaint with the Nigeria Data Protection Commission (NDPC).

05 — FOR SMALL BUSINESSES

Practical Tips for Small Businesses

You don't need a large compliance team to start doing this well.

01 Map what you collect

List every place customer or employee data enters your business — forms, sign-ups, invoices, CCTV, and so on.

02 Write a plain-language privacy notice

Tell people what you collect, why, and how long you keep it — in language they'll actually read.

03 Control who has access

Not every staff member needs access to every customer record. Limit access to what each role requires.

04 Have a breach plan

Know in advance who does what if data is lost, stolen, or exposed — speed matters once a breach happens.

05 Check your registration obligations

Depending on the volume and type of data you process, you may need to register with the NDPC.

06 — REFERENCE

Glossary of Key Terms

The vocabulary you'll come across most often.

Personal Data

Any information that can identify a person, directly or indirectly — name, email, phone number, location, or ID number.

Data Subject

The individual whose personal data is being collected or processed.

Data Controller

The organisation that decides why and how personal data is processed.

Data Processor

An organisation that processes personal data on behalf of a data controller.

Consent

Freely given, specific, and informed permission from a data subject for their data to be processed.

Data Breach

An incident where personal data is accessed, disclosed, altered, or destroyed without authorisation.

Bohemian Analytics Solutions Ltd

A data collection and analysis company delivering high-quality, actionable intelligence to individuals, businesses, and institutions — alongside data protection training and advisory services.

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