

# DATA PROTECTION AND PRIVACY POLICY

## Prime Expertise Limited

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P.O. Box 60021,  
Dar es Salaam, 14129  
Tanzania.



EFFECTIVE DATE	March 2022	DATE OF LAST REVISION	September 2022	VERSION NO.	1.0.2
APPLIES TO					
GROUP 1	Associates	GROUP 2	Employees	GROUP 3	Partners
GROUP 4	Interns	GROUP 5	—	GROUP 6	—

VERSION HISTORY				
VERSION	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	RESPONSIBILITY
1.0.1	Board of Directors	N/A	N/A	Managing Director
1.0.2	Board of Directors	September 2022	Enactment of the <a href="#">Personal Data Protection Act 2022, Act No. 11 of 2022</a> by the Parliament of the United Republic of Tanzania	Managing Director

## Purpose

Prime Expertise is committed to complying with the Personal Data Protection Act 2022, Act No. 11 of 2022 (hereafter "the Act") and other relevant laws, regulations, and guidelines, which collectively guide us in how we protect your privacy and maintain the security of any personal information we collect or receive from you. When you submit information to us, this is kept confidential and used to support our activities as required (including but not necessarily limited to the delivery of client assignments, recruitment of associates and staff, business development and marketing, and human resource management).

The purpose of this Policy is therefore to set out the basis on which any personal data we collect from you, or that you provide to us, will be processed by Prime Expertise. We are committed to processing data in a lawful, fair, and transparent manner, retaining it only as long as necessary, and safeguarding it against unauthorized use.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

## General principles

1. With respect to consulting assignments, Prime Expertise only collects personal data necessary to provide consulting services to its clients, stores personal data only in so far as required to provide its services to clients, and seeks to obtain informed consent from the data subjects prior to collecting personal information.
2. With respect to our other activities, such as recruitment, business development, marketing, and human resource management, we collect personal data necessary to conduct and grow our business and to fulfil our legal obligations. All personal information we gather for activities other than consulting assignments is held only after seeking consent (verbal or written, depending on the situation) from the data owner. Note that we do not need consent to process data when we are fulfilling a legal obligation.
3. Prime Expertise is committed to honesty and transparency. We will make every effort to communicate clearly what personal information we collect and how it will be used.

## Business activities where we collect personal data

4. Prime Expertise may collect personal data when undertaking a number of activities related to the provision of its services, including:

5. Surveys:

- All surveys created and/or managed by Prime Expertise (either for internal use or on behalf of our clients) will be identifiable by our Company name and contact details in the survey's first page;
- Our surveys will clearly explain the purpose of the research and how the information will be used (e.g., for the preparation of a report, infographics, etc.);
- Surveys created and/or managed by Prime Expertise never force you to provide your personal details. You may have the option to provide these voluntarily.

6. Interviews (including group interviews and focus group discussions):

- Prime Expertise carries out interviews in person and by telephone, email, or videoconferencing software (e.g., GoToMeeting, Skype, etc.). In all such cases, we ask interview participants to identify themselves, state the purpose of the interaction, and provide any pertinent details for how the interview will be conducted (i.e., if it will be recorded and/or if notes will be taken). Interviewees have the option of remaining anonymous in the interview. In such cases, any personal data in the transcript will be removed before sharing interview data with our client, and recordings will not be shared.
- Prior to undertaking interviews, we are committed to sending information on the research being conducted, a list of questions (and/or an agenda, whenever relevant), and the specific terms and conditions for the interaction.
- Where interviews are recorded, we will delete any recordings within 24 months of the end of the assignment they refer to. In some cases, interview recordings might be shared with our clients (if you have provided consent for us to do so). Should this happen, please be aware that we cannot be held liable for the ways third parties manage and protect your personal information.

7. Client feedback

- All client feedback provided will be treated in confidence. Client feedback will only be shared externally in aggregated and anonymised form, except where testimonials are voluntarily provided for marketing purposes.

## Obtaining consent

8. Before asking you to share personally identifiable information, we will seek to obtain your consent.

9. In the case of interviews (including group interviews and focus group discussions), consent will be sought verbally, and this will be logged in our notes. In surveys, consent will be sought via the questionnaire, and the survey itself will clearly detail why we seek to obtain personally identifiable information, what information we collect, and what we will do with the data.

10. You may withdraw your consent or restrict data processing at a later stage by emailing us at [dataprotection@primeexpertise.co.tz](mailto:dataprotection@primeexpertise.co.tz).

## Unsolicited emails and opt-out

11. We might get in touch with you to ask for participation in a survey. When we do so, we genuinely believe that you could strongly contribute to our research, and we would normally contact you following a recommendation from a client.

12. Participation in our surveys is always optional and voluntary. Should you wish to opt out of the research, you are welcome to do so by getting in touch with the contact person named on the first screen of the survey.

## The information we collect

13. When we conduct research, this is always for the benefit of our clients. Normally, the information we collect is used, but not necessarily limited, to produce reports and publications that provide valuable insights and inform the design and implementation of development initiatives.

14. When participating in our research assignments, we will ask for opinions and occasionally personal information. A participant can refuse to answer any question or discontinue involvement in a study at any time.

15. Should we wish to quote you verbatim, we will inform you and seek your consent.

16. We may collect and process the following information about respondents:

- Contact details (normally, these include name, telephone number, affiliation, and occupation) and information on any services used where relevant.
- The data submitted when expressing opinions, attitudes, experiences, and usage of products or services.

17. Our website uses web analytics (Google Analytics); however, it only collects anonymised statistical data that does not allow the identification of any individual.

## How we use the information

18. In the course of our research, we frequently collect and analyse large amounts of qualitative data (e.g., notes from interviews and focus group discussions). This is required to develop insights, and, at this stage, qualitative information may be traceable back to the individual(s) who provided it. However, when reporting to our clients, information is anonymised and cannot be traced back to single respondents.

19. Our work also involves the use of quantitative information. When reporting based on quantitative information, we do not identify or single out specific respondents or participants.

20. The findings of our research are typically reported to a third-party organisation (the client) that commissioned the study. Our client would normally receive anonymised information, so your privacy is preserved. In the rare cases where we have to share personal information with a client, note that you have the right to withdraw your consent to data sharing and processing. You may exercise this right at any time by emailing us at [dataprotection@primeexpertise.co.tz](mailto:dataprotection@primeexpertise.co.tz).

21. In some cases, the findings of our research are released publicly. When such findings contain personally identifiable information, we will explicitly seek consent from you before publishing the findings. You have the right to withdraw your consent at any point prior to the findings being made public. This right may also be exercised by emailing us at [dataprotection@primeexpertise.co.tz](mailto:dataprotection@primeexpertise.co.tz).

## Sharing information

22. We will not share personal information with any third-party organisation, except as outlined in paragraph 23, unless we are obliged to do so by contract, by law, or the disclosure is 'necessary' for purposes of national security, taxation, or criminal investigation, or we have your consent.

23. Prime Expertise often works with associates to conduct research and consultancy assignments. When this happens, access to the information we collect may be granted to them for the duration of the assignment. Should this be the case, our interactions with associates will be regulated by contract, and they will be considered data processors, who are therefore obliged to comply with the relevant obligations outlined in the Act. Associates' access to assignment data will be terminated once the assignment ends.

24. When conducting research on behalf of a client, we will be clear about who has commissioned the research and how we plan to share information with them.

25. Prime Expertise stores, shares, or transfers information using [Microsoft Office 365](#), which offers advanced security features as discussed on [this page](#).

## Security of information and data storage

26. All information is handled and managed in compliance with the Act.

27. Any information we hold is protected through our secure systems and processes.

28. Information we collect through surveys is generally stored on cloud servers managed by our survey software (i.e., the ODK server, the KoBo Toolbox server, etc.), which are subject to the Act. Access to such data is password-protected. Our survey software is responsible for preventing data breaches by maintaining and updating the security of their IT systems.

29. Personally identifiable information collected in the course of work may also be stored on cloud servers managed by our project management software. Such servers are located in Dar es Salaam, Tanzania, and are subject to the Act. Access to such data is password-protected. Our project management software provider is responsible for preventing data breaches by maintaining and updating the security of their IT systems.

30. All the information you provide to us is stored on Microsoft OneDrive cloud servers, which are part of the Microsoft Office 365 package and subject to the Act. Access to such data is password-protected. Our project management software provider is responsible for preventing data breaches by maintaining and updating the [security of their IT systems](#).

31. We limit access to the information we collect to our own employees and, whenever relevant, assignment associates and clients. We request that they follow similar standards of security and confidentiality in their role as data processors (where appropriate).

## Data retention

32. We may retain some information indefinitely for research purposes. However, this information will be fully anonymised so as to prevent identification of the data subjects.

33. Prime Expertise will not keep personal data longer than necessary to fulfil its legal or contractual obligations. This means that, unless otherwise indicated when seeking consent from assignment participants, we will delete personal data no later than 24 months after the conclusion of an assignment. Should we wish to prepare an academic article that includes information used in an assignment, we would hold the information collected until the article's publication date.

34. Where the lawful basis to process personal information is contractual rather than by consent, we will delete the personal information once the objective(s) stated in the contract have been achieved.

35. This Policy does not apply to data about legal entities, which does not constitute personally identifiable information.

## Cross-border processing

36. In all cases where we collect and/or process data arising from more than one country (cross-border processing of personal data), the lead supervisory authority for the purposes of the Act shall be the Personal Information Protection Commission's Office.

37. Cross-border processing of personal data will be agreed upon in all relevant contracts and when seeking consent from assignment participants.

## Associates, employees, and job applicants

38. When applying for an open position at Prime Expertise, we will process your information (usually your CV) and use your personal data in ways that would be reasonably expected. All CVs will be deleted within 90 days of your application.

39. Should we wish to keep your CV for future consulting and job opportunities, we shall seek consent via email or postal mail (as appropriate). In the case of no response, we will delete the CV within two weeks from the date we sought consent.

40. As a prospective associate or employee, please note that failure to provide the data necessary to prepare a contract will result in your offer being withdrawn.

41. Whether you are an associate, employee, or job applicant, you have the following rights with respect to your personal data: access, rectification, erasure, withdrawal of consent, objection to processing, and lodging of complaints with a supervisory authority (the Personal Information Protection Commission's Office).

42. Associates' and employees' data will be kept for a period of six years after cessation of contract and employment, respectively, unless otherwise requested by the associate or employee. Ex-associates' and ex-employees' data will be periodically reviewed and deleted when appropriate.

## Other websites

43. The content we publish on our Company website may contain links to other websites that are outside our control and are not covered by this Policy. If you access other sites using the links provided, the operators of those sites may collect information from you that will be used by them in accordance with their privacy policies, which may differ from ours.

## Your legal rights

44. When you participate in our research, you have a legal right under the Act to request access to any information that we hold that can be identified as yours (right to information and access). This request should be put in writing to the following address:

Prime Expertise Limited,  
05 Mweneinda Street, Changanyikeni,  
P.O. Box 60021,  
Dar es Salaam, 14129  
Tanzania.

We will respond within no more than 30 days of receiving your message. The Act details a [number of exemptions](#) from disclosure, and, should we be unable to fulfil your request, we will provide a full explanation in writing.

45. You have a right to data portability. Therefore, when providing data to you, we will do so in a commonly used and machine-readable format (e.g., a csv spreadsheet).

46. You have the right to ask us not to process your personal data for marketing purposes. Should we wish to do so, or should we wish to disclose your information to third parties for such purposes, we shall inform you before collecting your data. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise this right at any time by emailing us at [dataprotection@primeexpertise.co.tz](mailto:dataprotection@primeexpertise.co.tz).

47. The Act also gives you the right to erase your data and/or restrict its processing. If you wish to exercise these rights, please contact [dataprotection@primeexpertise.co.tz](mailto:dataprotection@primeexpertise.co.tz).

## Data breaches and information security incident procedure

48. Prime Expertise recognises that, at times, "things go wrong" and breaches of security may occur. In most cases, the digital systems we use (i.e., Office 365, ODK, KoBo Toolbox, etc.) are responsible for ensuring suitable security measures are in place and for notifying the Personal Information Protection Commission's Office; however, Prime Expertise recognises its responsibilities to:

- Provide advice to associates and employees to contain breaches and manage the risks related to them;
- Determine whether any control actions are needed;
- Consider whether Prime Expertise has a responsibility to notify the Personal Information Protection Commission's Office and the individual(s) affected by the breach or incident; and
- Evaluate any lessons learned and areas for improvement.

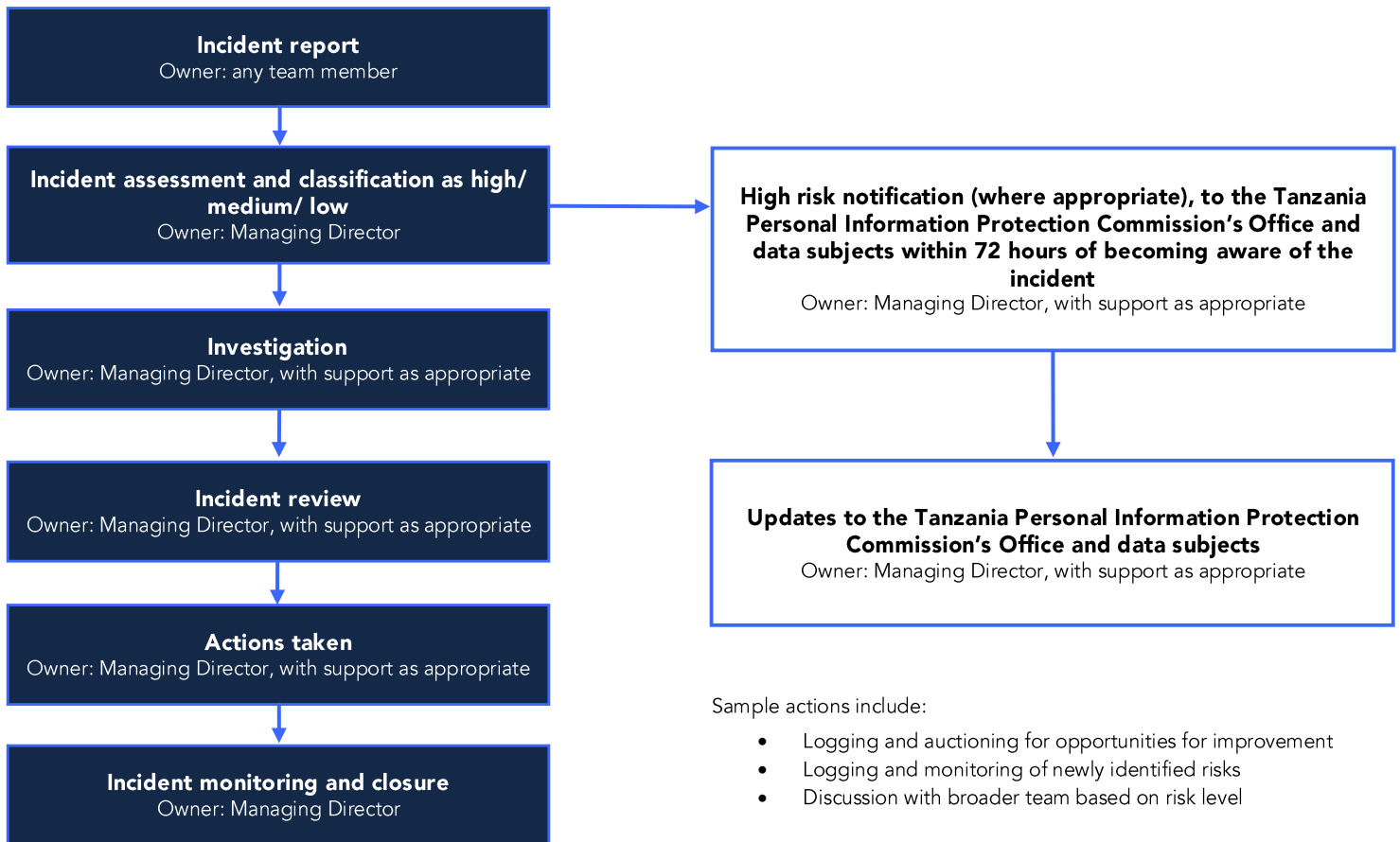
49. The individual responsible for the implementation of the procedure detailed below is the Managing Director, but the procedure applies to all team members, including associates and administrative staff.

50. For the purpose of this Policy, an "incident" is defined as "a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored, or otherwise processed." We therefore consider the following three scenarios:

- Breach of confidentiality, where there is an unauthorised or accidental disclosure of, or access to, personal data;
- Breach of availability, where there is an accidental or unauthorised loss of access to, or destruction of, personal data; and
- Breach of integrity: where there is an unauthorised or accidental alteration of personal data.

51. Whenever an incident is identified, the Managing Director is notified, and the issue is dealt with as a priority. Our incident flowchart is as follows:





52. Based on the level of risk, Prime Expertise will decide how to address the incident. A number of factors are considered when assessing risk, including:

- the type of breach, as per clause 50 above;
- the nature, sensitivity, and volume of personal data;
- ease of identification of individuals;
- severity of consequences for individuals;
- special characteristics of people that may be affected;
- the number of affected individuals;
- nature of the breach (e.g., error, mistake, intentional action, and malicious); and
- financial or legal implications.

53. The following risk levels are considered when addressing incidents:

- **Low-risk** – personal or business data breach with low risk and impact on individuals: in this case, the incident is addressed directly by Prime Expertise's Managing Director (with support from other staff as needed), and any systems, processes, or procedures are updated based on lessons learned.
- **Medium-risk** – breach of sensitive personal or confidential personal or confidential business data with a medium-risk impact on individuals: in this case, the incident is handled internally with the assumption that it is unlikely to endanger natural persons' rights and freedoms. The entire Company is made aware of the incident or breach, and any systems or processes/ procedures are updated based on lessons learned.
- **High-risk** – breach of sensitive personal or confidential personal or business data with high risk and impact on individuals: in this case, the personal data breach is likely to jeopardize natural persons' rights and freedoms. The same considerations as in the "medium-risk" scenario apply; however, a decision is made

on whether the incident must be reported to the data subject, the Tanzania Personal Information Protection Commission's Office, or both, as appropriate.

## Amendments

54. Please note that this Policy is subject to change from time to time; it was last updated in September 2022. Any changes to this Policy made in the future will be reflected on the Prime Expertise website.

## Relevant legislation

The Personal Data Protection Act 2022, Act No. 11 of 2022, available at:

[http://www.parliament.go.tz/polis/uploads/bills/1664436755-document%20\(38\).pdf](http://www.parliament.go.tz/polis/uploads/bills/1664436755-document%20(38).pdf).

## Related policy

Research Data Management Policy, available at: <https://primeexpertise.co.tz/wp-content/uploads/2023/04/Research-Data-Management-Policy.pdf>.