



**EVIDENCE AND
METHODS LAB**

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THE REPUBLIC OF UGANDA



Enabel

WHAT HAPPENS ON THE INTERNET DOESN'T STAY ON THE INTERNET

Case Study: Digital Rights Awareness
in Uganda's Business Sector



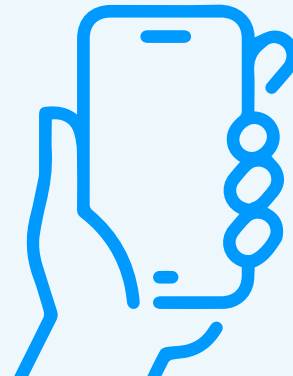
Introduction

- | Uganda is rapidly digitizing; mobile and internet penetration is growing.
- | Businesses and individuals are engaging online, but awareness of digital rights is limited.



Key Statistics

88% mobile
penetration
(34.3M subscriptions)



2.4M active social media
accounts



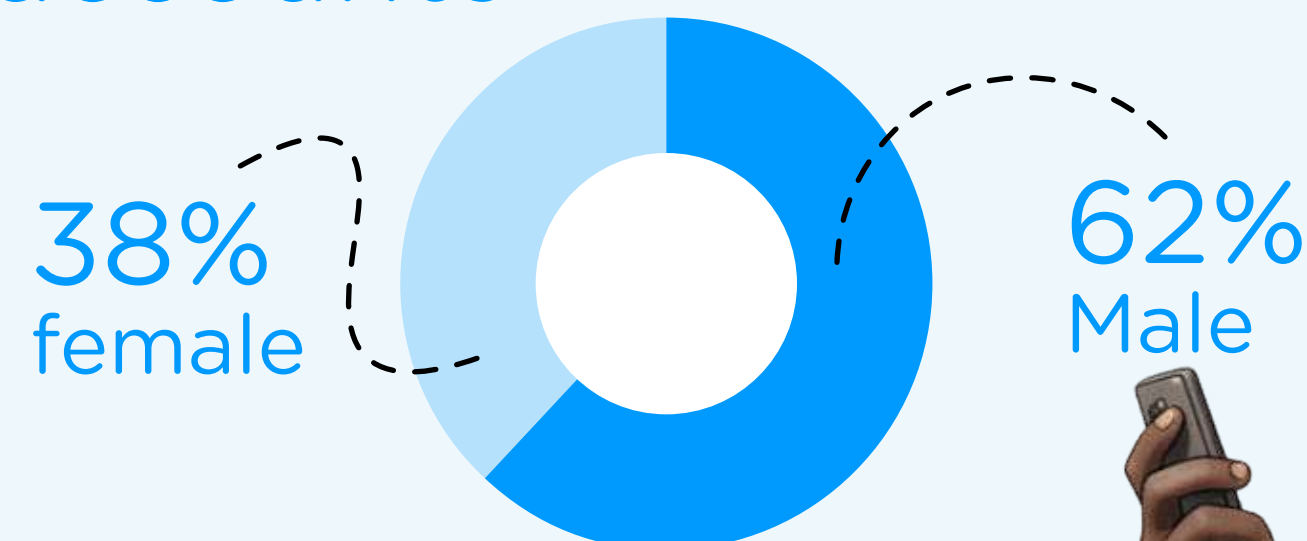
Smartphone usage

21% of devices

49% basic handsets
dropping



 **28%** internet
penetration
(~14.2M users)



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Digital Footprint Reality

What is a digital
footprint?

Data collected by
websites, apps,
and social media
platforms



Potential
misuse:

fraud,
cybercrime,
identity theft



Businesses and Digital Rights

Scorecard findings:

Digital rights
awareness
among Ugandan
businesses



Public
Engagement
and Advocacy



Knowledge
of Digital
Rights Principles



Integration
of Digital Rights
into Business
Policies



Implementation
of Data Protection
Measures



Gender and
Inclusion in
Digital Practices



Cybersecurity
Awareness
and Practices



Access to Logos
and Regulatory
Information

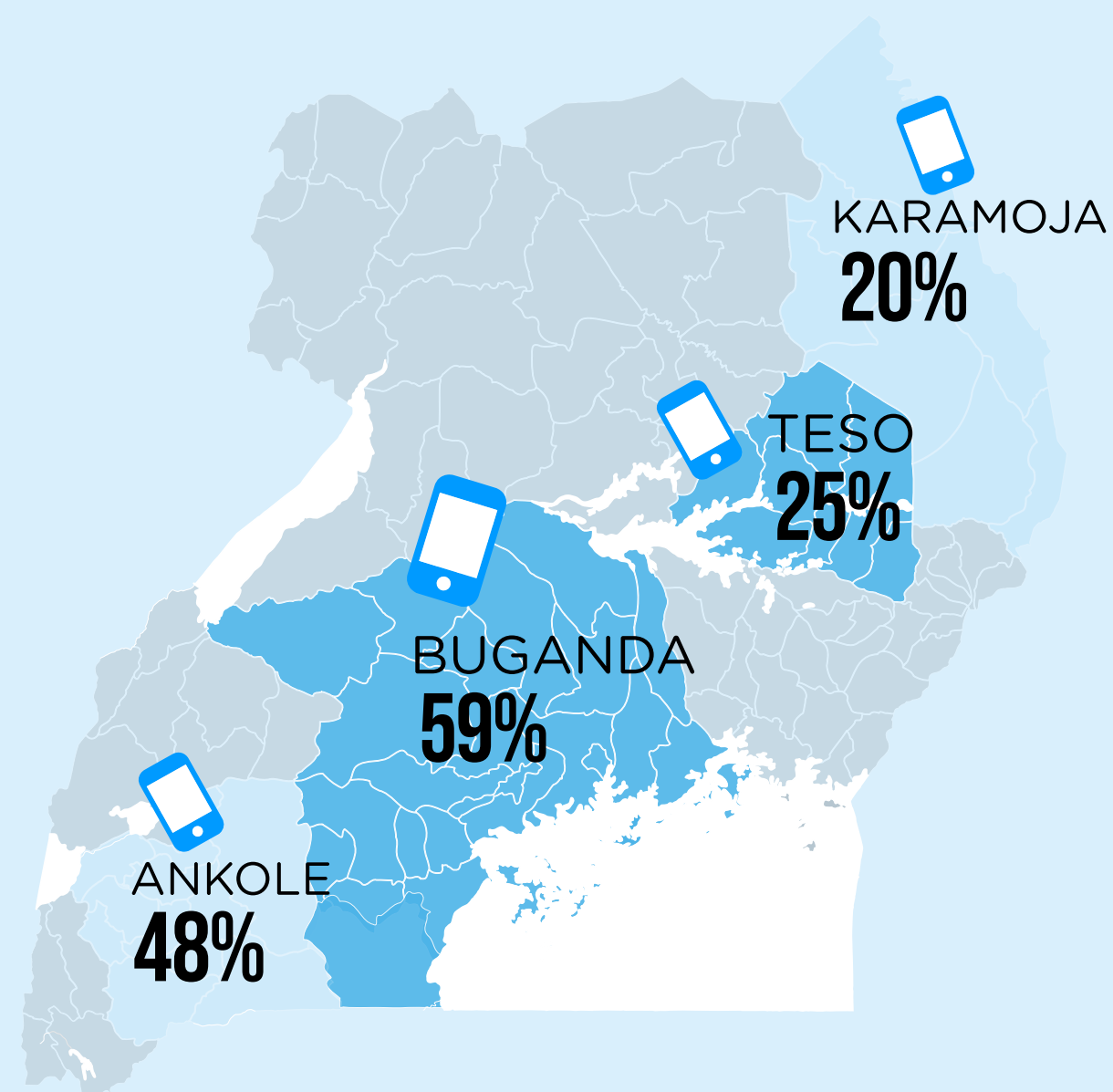


Training
and Capacity
Building



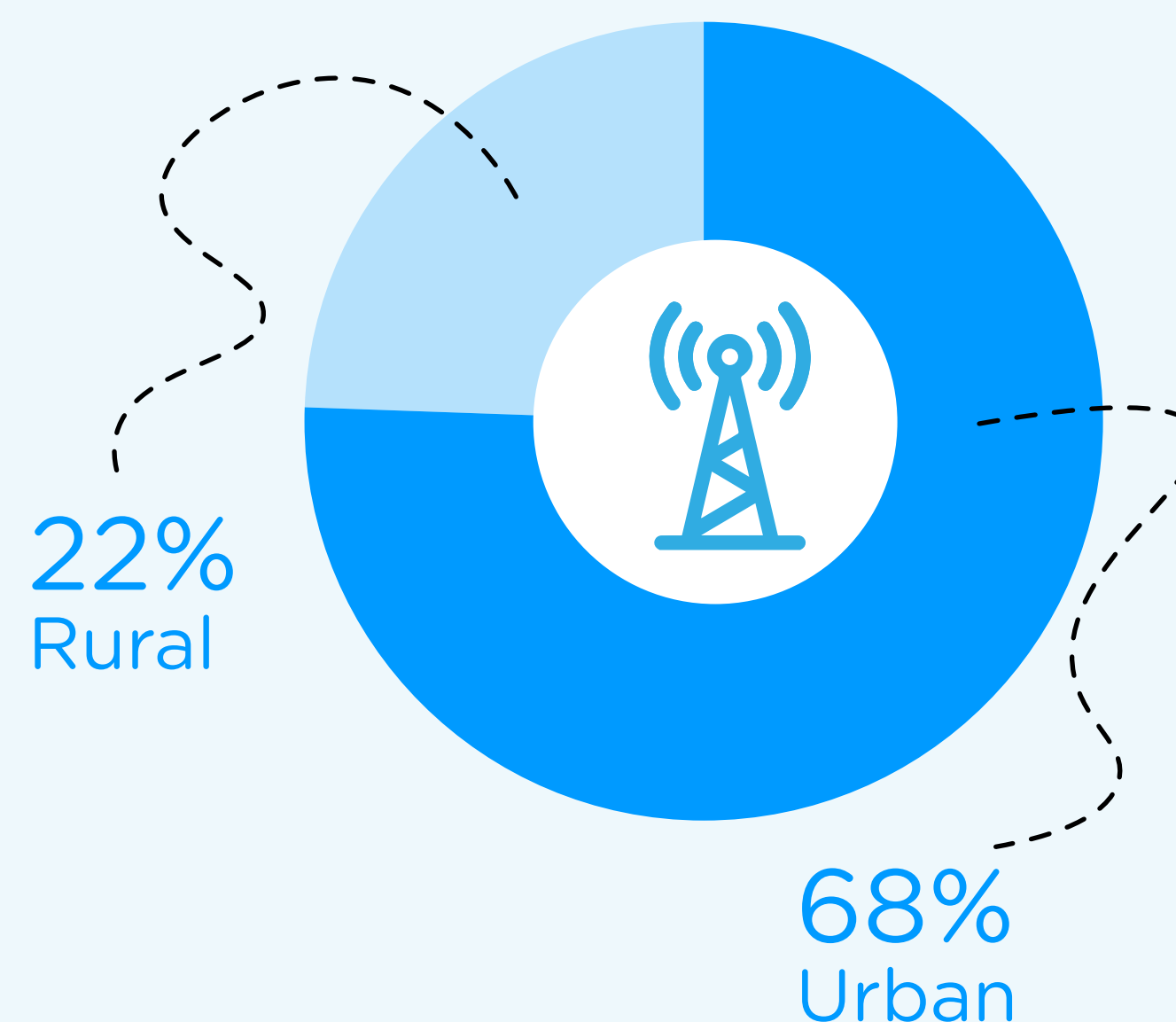
Regional Disparities

Mobile ownership



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Internet usage:



Gender gap

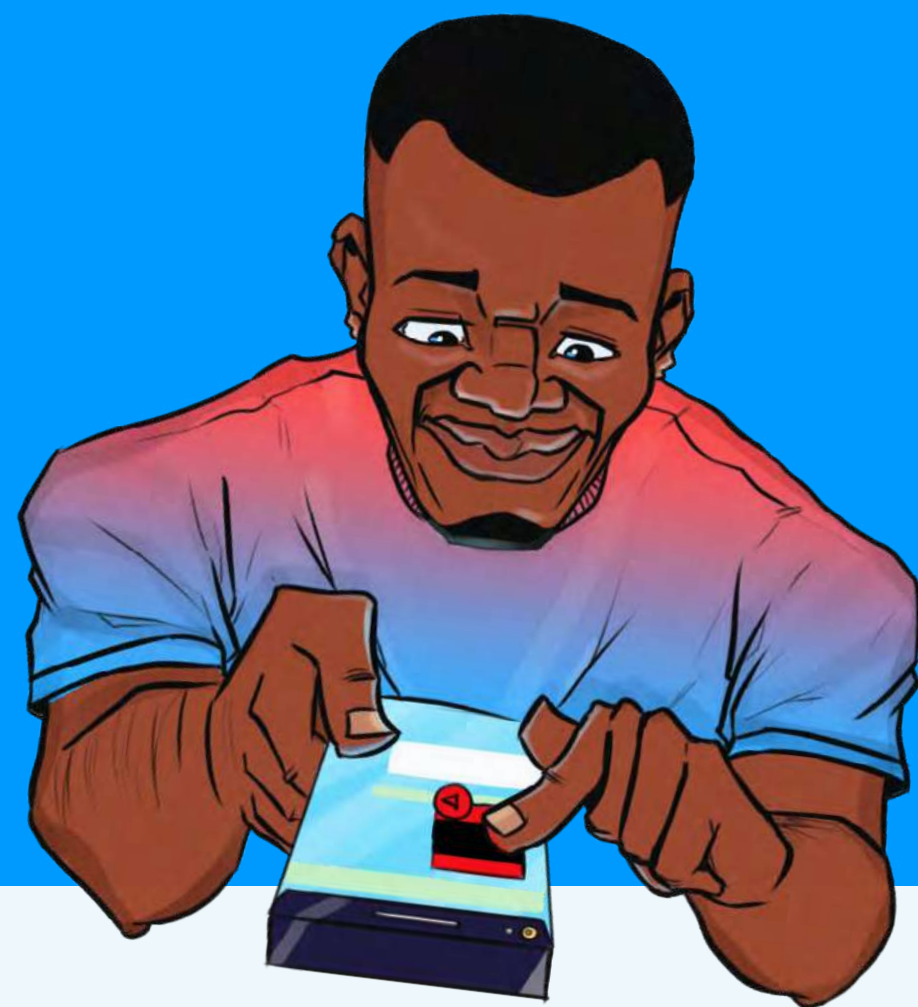
Rural women
only 22%
mobile ownership

71%
have never
used internet



Real Consequences

Mobile money fraud,
e-commerce theft



Corporate leaks,
phishing attacks



Loss of customer
trust and
brand reputation



Key Lessons

Protect
your digital
footprint



Train staff on
cybersecurity
and data
protection



Integrate
digital rights
in business
policies

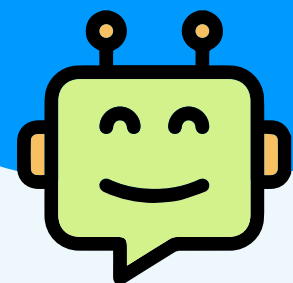


Leverage
digital
tools
responsibly



EML Case Study Intervention

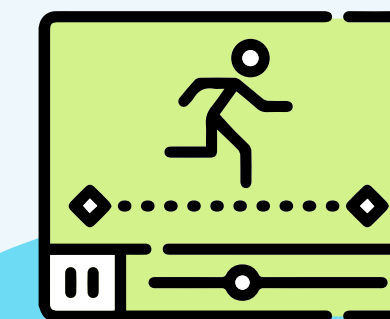
AI-powered
chatbot for
business
communities



Social media
digital rights
awareness
campaigns



Engaging
visual
animations
across
business
districts



Call to Action

Protect your
business,
protect your
customers



Stay
informed,
stay secure



Embed digital
rights in your
operations



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Thank You

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