

# AI and Data Science

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## Consumer Data Protection and its Impact in the Growth of Data Science.

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### Abstract

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. Collecting data from consumers allows companies to effectively target their sales and increase profits.. There is also strong incentive for collecting large amounts of data, as this allows for faster and better processing and analysis.

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. As different countries enact laws to safeguard data privacy, data scientists grow concerned of the quality and amount of data that will be available for insightful use. Consequently, data scientists should be prepared for a future impacted by consumer data protection laws as they ensure realization of the core purpose of the profession.

### 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 of the 97Club Data Science Community, which mentors and trains young people in data science and machine learning in Kenya. With a background in Actuarial Science, Sangwen is active in promoting the growth of data science in Kenya and in equipping of young people with the much-needed skills to build the profession. His vision is to transform the society through the disruptive solutions of data science, machine learning, and associated technologies.