

UNICEF

A Brighter Digital Tomorrow: An equitable digital future built for, with and by today's children and young people



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Introduction

An equitable digital future needs tomorrow's voice, today.

The world's digital future must be defined, designed, and decided **for**, **with and by** those to be most impacted by it: children, youth and future generations. We must ensure that we amplify the voices of influence for children and youth as well as assure their rights, interests and opportunities are **promoted and protected** now and into the future.

It is imperative that UNICEF takes a leading role in raising the voice of young people all over the world to ensure full engagement and participation in the process that will shape their digital future.

In September 2021, the United Nations Secretary-General released his report Our Common Agenda. The Common Agenda proposes a Global Digital Compact (GDC) to be agreed at the Summit of the Future in September 2024. As part of the process of preparing the GDC, the United Nations Secretariat, through the Secretary-General's Envoy on Technology, is supporting the Co-facilitators, Rwanda and Sweden, who are leading the intergovernmental process on the GDC. During the preparatory phase of the GDC, all stakeholders have been invited to provide their input.

More information about the GDC and the process to develop the Compact can be accessed here.

This document is UNICEF's submission to the preparatory phase of the GDC process. It has been developed collaboratively through co-drafting and co-editing as well as through the organization of deep dive sessions on specific topics that are relevant to the GDC from a UNICEF mandate's lens.

UNICEF has also organized a U-Report poll to gather input from young people on their views of their digital future.

Bringing Children & Youth Voices to the GDC consultation:

UNICEF Office of Innovation and UNSG's Youth Envoy collaboration with U-Report¹

To better understand young people's sentiments and concerns about the future of digital technologies, and how much control they feel they have to shape the digital future, UNICEF's U-Report Global Platform and country office platforms launched a one-month global consultation together with the Secretary-General's Envoy on Youth.

Over 80,000 young people from 32 countries participated in the consultation. Of these respondents, 59,10% identified as male, 40,88 identified as female and 0,02% identified as non-binary. It can also be noted that 39.6% of the U-Reporters who responded were 24 years old or younger.

Looking at the results, it can be seen that:

29%

of the respondents think the most important issues for the future of digital technology is that everyone can access the internet.

This is followed by **control** of their own data and information (21%) and the protection of their human rights online (15%).

41%

said that when they think about how technology will change the world over the next decade, they are mostly worried.

Just over 37% of male respondents said that they are mostly worried, around 46% of the female respondents said that they are mostly worried.

28%

of respondents feel that they have much control on how technology will impact their life over the next decade.

While 6/10 of female respondents report that they feel they have some control on how technology will impact their life in the next decade only 4/10 male respondents share this sentiment.

Only around a quarter of the respondents do not feel particularly worried or excited about the potential impact of technology in the future.

¹ The U-Report poll data reflects the information provided by the respondents, and is not statistically representative of young people globally, or in any specific country or region. It does provide a snapshot of young people's view on the future of digital technologies and how much control they feel they have to shape the digital future. For full results of the poll, see this annex.

Overview of key proposed inputs and recommendations from UNICEF



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1. Universal connectivity is critical for an inclusive digital future, where all people can participate.

2.7 billion people are still offline and 96% of these people live in developing countries. Of those who are unconnected, **1.3 billion of them are children** with no access to the Internet at home and only half of the world's schools are online.

This digital exclusion particularly affects the poorest, girls, and those with disabilities; causing learners to miss out on the resources online, the option to learn remotely (e.g. during pandemics or instability), and the opportunity to develop digital skills. This lack of connectivity means that many children have fewer opportunities to learn and fulfil their potential. Closing this digital divide requires global cooperation, leadership, and innovation in finance and technology.

Recommendations

Recognize reliable access to connectivity and thus to digital information as a new universal child/human right.

Ensure that connectivity is safe, sustainable, and equitable by leveraging cross-sectoral initiatives, such as Giga (UNICEF and ITU), to implement the policies, regulations, technologies, and financing required.

Connect schools to allow children to develop digital skills and access online learning content. Schools can also become anchor points for surrounding communities.

Ensure connectivity to critical physical infrastructure, such as schools and health centres, in order to make digitally enabled services accessible and affordable to the most marginalized communities.

Sources of Knowledge

Giga: Connecting the dots

OECD: Connecting every school in the world to internet

The Digital Transformation of learning: Connecting schools, empowering learners

UNICEF: Internet Connectivity at home factsheet

Meaningful school connectivity: An assessment of Sustainable Business models

Connecting Learners: Narrowing the education divide

Africa CDC: **Digital Transformation Strategy**

WHO: Global Health Facilities Database (GHFD)

WHO: Digital Clearing House Programmes

Global Fund: **Digital Health Impact Accelerator** (DHIA)

Resilient and Sustainable Systems for Health (RSSH) Programmes

USAID: Digital Invest Initiative



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2. Children's rights and safety should be explicitly prioritized and protected in digital environments.

There is vast potential in the digital environment for realizing children's rights, for example their rights to education, healthcare, and play. At the same time, digital technologies may contribute to the violation of children's rights, for example, their rights to privacy and protection from violence, exploitation and abuse.

The rapid uptake and development of digital technologies have not been accompanied by the legislation, services, and education required to ensure its safe and empowering use.

This has left children vulnerable to serious harm. In low/middle-income countries surveyed by UNICEF, up to 20% of internet-using children experienced online sexual abuse in the last year.

Online risks can be substantial even in countries where internet access is low, highlighting the importance of investing in child protection efforts at an early stage of a country's digital transformation. These efforts should be guided by the goal of ensuring that the digital environment serves children's best interests, respects their rights, and actively supports their well-being.

Recommendations

The rights of every child must be respected, protected and fulfilled in the digital environment, as set out in General Comment 25 by the UN Committee on the Rights of the Child. Digital environments that work for adults may create risks for children. To ensure that such risks do not remain invisible, dedicated efforts are required to identify and address child rights impacts. Governments should ensure that the best interest of every child is a primary consideration in the provision, regulation, design, management and use of digital

technologies, and ensure due weight is given to children's own views across these efforts.

Legislation should be in line with international human rights standards and protect children from recognized and emerging risks of violence in the digital environment. Governments should update and enforce legislation to protect children from all forms of technology-facilitated violence including online child sexual exploitation and abuse.

All businesses have a responsibility to respect children's rights within the digital environment, in line with the UN Guiding Principles on Business and Human Rights. To meet their responsibility to respect children's rights, businesses should undertake child rights due diligence, including child rights impact assessments in relation to the digital environment. In addition to preventing and mitigating all online harms, businesses should strive to proactively support child well-being through their digital products and services.

Children must have access to justice and remedies for violations of their rights relating to the digital environment.

Governments should ensure that appropriate and effective remedial judicial and non-judicial mechanisms for the violations of children's rights relating to the digital environment are widely known and readily available to all children and their representatives. Remedial mechanisms must be designed with children's requirements in mind to ensure their effectiveness as children face particular challenges in accessing justice.

Policies and interventions designed to protect children's rights in the digital environment should be based on regularly updated data and research. Governments and others should collect robust, comprehensive data to understand the implications of the digital environment for children's lives, including by conducting national-level research on children's lived experiences of the digital environment, should be collected. This research should include an assessment of how national systems are responding to technology-facilitated crimes against children to construct an evidence-based roadmap for improving prevention and response.

Sources of Knowledge

UN CRC General Comment 16 on State obligations regarding the impact of business on children's rights

UNICEF Office of Research – Innocenti:
Children's Experiences of Online Sexual
Exploitation and Abuse in 12 Countries in
Eastern and Southern Africa and
Southeast Asia

UNICEF: Ending online child sexual exploitation and abuse: Lessons learned and promising practices in low- and middle-income countries

WeProtect & UNICEF: **Framing the future**: How the Model National Response framework is supporting national efforts to end child sexual exploitation and abuse online

UNICEF: Legislating for the digital age: Global guide on improving legislative frameworks to protect children from online sexual exploitation and abuse



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3. All children and youth must have the agency and resources to meaningfully participate in a digital future.

Children constitute one-third of all users of digital technologies and in low/middle-income countries this percentage is even higher. In the process of negotiating the GDC, it should be ensured that the compact speaks for multiple demographics and for the plurality of people that the GDC will seek to serve.

Therefore, it must be ensured that all norms, principles and values related to digital are child-sensitive, catering to all, especially those youngest and most vulnerable across the globe, including paying specific attention to addressing the gender digital divide and how girls tend to have both less access to digital technologies and lower digital literacy compared to boys.

The main constituents affected by digital solutions of the future must be proactively and equitably included in the processes of designing and developing these solutions. Young people's enthusiasm for technology's positive social impact potential must be unequivocally supported. It is imperative that UNICEF takes a leading role in raising the voice of children and young people all over the world to ensure full engagement and participation in the process that will shape their digital future. This also calls for new funding and investments to be directed toward emerging markets to enable young people as digital solution makers.

Recommendations

Ensure meaningful youth participation by recognizing young people as right holders and provide them with the necessary education and protection to engage safely and effectively. For example, through digital platforms such as UNICEF's U-Report.

Establish a new global governance board, with young people and children included, focused on digital technologies and access to related rights, especially in light of recent calls for global artificial intelligence (AI) governance frameworks. This will ensure that future generations' needs and perspectives are represented in both discussions and decision-making around digital governance, fostering more effective and inclusive governance frameworks.

Foster diversity and inclusion by ensuring inclusiveness, gender balance, accessibility, and the engagement of youth who are traditionally underserved, including youth with disabilities. This includes facilitating opportunities for participatory decision-making and working with youth-led organizations as core partners, as well as addressing gender norms restricting girls' access.

Address inequalities in the lives of children to get the most out of digital inclusion efforts. In UNICEF's child-centred digital equality framework, a holistic approach from 'inclusion' in technological terms to 'equality' in developmental and well-being outcomes is recommended.

This can be achieved by, for example, setting key performance indicators to gauge how digital inclusion efforts contribute to equality in outcomes for children, such as in education, well-being and safety, and empowerment.

Diversify and redirect global Venture Capital flows and investments into emerging markets, to strengthen innovation ecosystems and opportunities for young entrepreneurs and innovators access global markets.

Social-impact oriented digital entrepreneurs, and their ecosystems, must be proactively and equitably included in the processes of designing and developing digital solutions of the future. Technical and financial resources to support young people's enthusiasm for technology's positive social impact should be intentionally redistributed to emerging ecosystems.

Sources of Knowledge

UN CRC General Comment 25 on children's rights in relation to the digital environment

UNICEF Innocenti:
Child Rights in the Digital Age

UNICEF: Policy Guidance on Al for Children

UNICEF: What we know about the digital gender divide for girls



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4. Accountability criteria for discrimination and misleading content should be introduced.

The Secretary-General noted in Our Common Agenda that the ability of digital technologies to be used to cause large-scale disinformation is an existential risk to humanity. Since then, advances in AI have only amplified this risk. The ability for AI to instantly generate text-based disinformation that is indistinguishable from human-generated content has been established.

Synthetic content (text, image, audio and video) can now potentially be personalized to individual users to maximize persuasion and, as a result, be harder to combat by automated and human moderators.

The same concerns hold for the future of other automatically created harmful content, including hate speech, online harassment, propaganda and increasingly realistic – and misleading – deepfakes. The deleterious effect of an internet flooded with misleading content is an erosion in trust as the authenticity of all content is questioned.

Current forecasts are that AI tools will only become more effective at human-like content generation, that bad actors will likely leverage open-source versions that can be trained on harmful content and deployed without safety guardrails, and that certain nation states may invest in the technology themselves.

As active digital users, mis/disinformation is very much part of children's lives. With their cognitive capacities still in development children are particularly vulnerable to the risks of mis/disinformation and a more complex, corroded and harmful information ecosystem is of great concern.

Require technology companies to undergo regular public audits of their algorithms, Al systems, content policies and mis/disinformation moderation practices concerning children's use of their services and products.

Recommendations

Devise regulations and codes of conduct to protect children from harmful mis/disinformation, while enabling children to safely access diverse content. Regulation should focus on requiring procedures for classifying content and ensuring transparency and accountability, over defining what constitutes harmful content and mis/disinformation (except in extreme cases such as child sexual abuse material). The latter approach can be misused to censor and restrict access to information.

In the case of virtual environments, regulation and codes of conduct need to develop accountability criteria not only for content but also behaviour as avatars (human or Al driven) interact with each other. Regulation may consider "hold points" where advancement in technology development is paused if there are precautionary concerns around unknown risks.

Broadly require greater transparency, accountability and global responsibility from technology companies around mis/disinformation and children. Relevant companies now include not only content distributors, such as social media platforms, but those whose tools generate content.

Sources of Knowledge

UNICEF: Digital Misinformation/ disinformation and children

Generative Language Models and Automated Influence Operations:
Emerging Threats and Potential Mitigations

ChatGPT: The impact of Large Language Models on Law Enforcement

Artificial Intelligence Can Persuade Humans on Political Issues



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5. Internet fragmentation needs to be avoided to ensure an open, free, inclusive, and secure digital future.

The internet has never been as fragmented as it is today. This splintering undermines the possibility of an open, free, inclusive and secure digital future on a number of levels. Uneven and patchwork internet governance poses a significant risk to children and young people's rights in the digital environment.

Their rights to access to information, education, and healthcare are increasingly dependent on connectivity, and their freedoms of expression and peaceful assembly (both online and offline) are hindered by censorship and surveillance. This also impacts the most disadvantaged children disproportionately, particularly those with disabilities, who often lack access to the resources needed to bridge the technology divide.

In light of these challenges, it is important to note that young people see internet fragmentation as closely linked to growing technology disparities. Therefore, the GDC needs to work for young people by aiming to bridge the technology divide, reduce risks associated with uneven internet governance, and promote a more equitable and democratic digital society for all.

The trend towards greater fragmentation is not going unchallenged and can be reversed. Children and youth are the most active internet user cohort; the battle today for the future of the internet will determine whether it empowers them, or becomes a tool used against them.

Recommendations

Support opportunities for a range of stakeholders, including children and young people, to rally against internet fragmentation. Such efforts should include establishment of government alliances for a shared vision of a unified internet, civil society calls for oversight and regulation of digital surveillance tools, and youth movements against digital products and services that undermine their well-being.

Facilitate knowledge sharing and alignment between governments, for example, highlighting those that model positive approaches to internet governance by developing child-centred regulations. The pattern of spill-over of regulations in one geography to others, such as being seen with the EU's GDPR or the UK's Age-Appropriate Design Code, can be leveraged.

Develop a roadmap on how the multilateral system can nurture a unified internet. Task the new global governance board, recommended in the previous section on the meaningful participation of youth in a digital future, with the development of a plan on how the international community can act as a force for a unified internet.

Build evidence on drivers of policy formulation and implementation that promotes the right to access to information, education and healthcare through connectivity for children and young people across countries and regions.

Sources of Knowledge

UNICEF: Prospects for Children in the Polycrisis: A 2023 Global Outlook

Freedom House: Freedom on the Net 2022

UNICEF: Changing Childhood Project



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6. Digital commons, including technologies and services (both existing and emerging), must be accessible, equitable and safe for all children and youth.

Digital commons must become and remain accessible, equitable, and safe to use for everyone.

Furthermore, children and young people should be empowered to participate in digital ecosystems in an equitable way, including by having their skills and capacity developed, and provided systemic ways to contribute to the development and maintenance of digital commons.

Currently, the digital commons face a range of challenges such as commercialization and inequitable participation. Millions of children and young people, especially in low/middle-income countries are digitally excluded, which exacerbates existing inequalities.

Shared digital public goods (DPGs), as defined by the Digital Public Goods Alliance (DPGA), have been recognized as an accelerator for children's rights and the Sustainable Development Goals (SDGs) and are therefore a vital part of the digital commons. DPGs can support governments and other partners to build Digital Public Infrastructure (DPI) in a more equitable, transparent, and inclusive way. Open and accessible DPI as part of the digital common also serve as a foundation for vibrant digital innovation ecosystems by young entrepreneurs.

DPI also opens alternative approaches to the governance and use of data generated by (and through) the use of DPI, approaches that promise a more equitable distribution of benefits derived from such data (see next section on the Data Commons).

While the potential of DPGs for building DPI is increasingly recognized, a range of challenges remain, including misconceptions about open-source, lack of sustainable funding/business models and unclear/nontransparent governance.

Consequently, the potential of the digital commons for the SDGs is not fully realized.

As a co-founder of the DPGA, UNICEF supports the discovery, maintenance, and implementation of DPGs that support the achievement of children's rights, for example in areas such as health, education, and social protection. UNICEF supports the Secretary-General's vision of reclaiming the digital commons to ensure an inclusive and equitable digital future for everyone, including children.

Recommendations

To fully realize the potential of **digital commons for the SDGs**, UNICEF recommends the following actions:

Create inclusive governance models for DPGs for DPI and the digital commons.

Governance is central to reclaiming the digital commons and specifically for successful long-term maintenance of DPGs that can benefit children.

Creating a coherent and interoperable ecosystem of DPGs for DPI, including collective ownership modalities, will require more coordination and transparent governance to ensure multi-stakeholder participation. Incentive structures for everyone to participate in and contribute back to DPGs need to be designed.

Develop new financing mechanisms for DPGs. The GDC should put forward improved finance mechanisms for the maintenance of key foundational DPGs for children, such as health, education, social and child protection systems. These mechanisms could include multi-donor or interagency shared funds. Viable business models for DPGs, such as SaaS models, should be further researched and lessons learned should be shared. Private sector actors need to recognize the value of open systems and dedicate resources appropriately.

This requires a mindset shift from all involved partners, including donors, where equal focus and resources are dedicated to high-impact, mature and foundational DPGs as for new, innovative DPGs. Creating transparency about the benefits of and the business case for sharing technology, can support advocacy for shared financing.

Strengthen inclusive and meaningful participation in the design, development, and maintenance of DPGs. As everyone is affected by digital technologies, everyone should have ways to contribute to the digital commons. Open-source communities traditionally struggle with inclusive participation across age, disciplines, genders, disabilities, but also across different income contexts. The GDC should put forward mechanisms for strengthening participation from low/middle- income countries in the digital commons.

Create a broad, multi-stakeholder alliance for empowering and engaging future generations in building the digital commons ecosystem, including DPGs and DPI. Young people's engagement in the DPG and DPI ecosystem will ensure its intergenerational solidarity and equity. Facilitated by the UN, and championed by Member States, the alliance will create actionable frameworks for engaging future generations in designing, consulting, and decision-making processes related to building, maintaining, and owning DPGs and DPI, to advance digital trust, local capacity and dialogue.

Create and strengthen standards as the basis for an interoperable DPG ecosystem (standards-first approach). A strong DPG for DPI ecosystem requires a standards-first approach, that supports open-exchange formats and defines open specifications. Many sectoral efforts are underway (for example in health, child protection and social protection) that can be brought together in a comprehensive way. Accessibility standards are key for creating truly inclusive DPI.

Strengthen multi-stakeholder collaboration on the digital commons. The private sector needs to be engaged in a meaningful way in the identification of pathways for a more equitable digital future that recognises the value of open digital systems. Academia, on the other hand, has been proven an effective custodian of DPGs (for example for DHIS2 and MOSIP). The potential role of universities in inclusive governance of DPGs, including by young people, needs to be further explored and good practices need to be shared.

Adhere to privacy by design in the development of DPGs and DPI. Data of children generated or used by digital systems needs to be protected. Responsible data practices need to be a cornerstone of DPGs and DPI development and governance.

Sources of Knowledge

UNICEF: Towards a child-centred digital equality framework

UNCTAD: Technology and Innovation Report 2021

The MIT Tech Reader: **Tech Companies Are Profiling Us From Before Birth**

UN CRC General Comment 25 on children's rights in relation to the digital environment

Responsible Innovation in Technology for Children

Children's Rights and Digital Technologies

State of the Digital Public Goods Ecosystem 2022

Principles for Digital Development

UNESCO and UNICEF: **Gateways to Public Digital Learning**

UNICEF: Pulse Check on Digital Learning



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7. Introduce a commons-approach to data governance to protect sovereignty and productive capacity by realizing data as a shared resource for inclusive benefits also for children.

Data are a key driver of social and economic vitality, a source of economic and political power, and a crucial resource and essential infrastructure in the digital era – for knowledge-based decision-making, for building artificial intelligence products, for conducting research, etc. – with demonstrated potential to serve the public good, including the delivery of benefits to children.

There has been a massive increase in data collection for and about children but today, access to data and the capacity to use and benefit from data are unevenly distributed within and across countries and across actors.

Choosing who can access and use data is a central societal question we must answer as our sovereignty as individuals and societies, our rights, our productive capacity, and (in)equities in opportunities and outcomes now and for future generations depend on how data is governed: collected, accumulated, shared, accessed, and used. We must develop sustainable data ecosystems that broaden access to data and their benefits.

This can be achieved through management of data as a commons (within the context of the digital commons, see previous section on the Digital Commons), a way to resolve the data governance "trilemma": balancing public interest, economic value, and fundamental rights.

'Data commons' are digital data that are collectively stewarded and governed by a community. Data commons are not data alone but refer to entire systems including institutions, standards, (technical) infrastructures, and decision structures that enable data access, sharing, and use in service of public value generation at community, national, regional, and global level. The idea of the data commons has attracted the attention of policymakers (as seen in the European Health Data Space proposal, for example) interested in developing institutional responses that can advance public interest goals.

By employing the idea of the commons, the debate on data access and use can be shifted beyond opposition and the stalemate between treating data as a commodity and de facto property for extraction of (largely private) benefits and protecting it as the object of fundamental rights (limiting opportunities to use data).

Moving towards data governance as a commons, we will have to differentiate, of course, between different types of data – personal data, non-personal data, health data, shipping industry data, public statistical data, data collected by online platforms – though there are recommendations that are sufficiently general to leave room for accommodating this diversity.

Recommendations

Elevate the role of data as a crucial resource and essential infrastructure in the digital commons as a steppingstone towards concerted action to address digital inequities. Only 8% of DPGs registered with the DPGA are concerned with data. Global discussions on Al insufficiently highlight inequities due to (lack of) access to data and the centralization of productive capacity and power through data and, subsequently, AI in very few hands. Therefore, there is a need for significant time and resources to be dedicated to the discussion of data as a crucial resource and essential infrastructure at the Summit of the Future (and other relevant fora) including consultations with Member States and stakeholders leading up to it.

Commit to developing and putting in place measures to address data asymmetries and inequities and, in the process, give serious consideration to a commons-approach to data governance as it promises to provide a path forward where progress pursuing alternative approaches – strengthening of data property rights, expansion of data protection and privacy rights – has stalled. An interagency dialogue on a commons-approach to data governance should be facilitated through a dedicated Interagency and Expert Working Group – or by leveraging the HLCP international data governance working group or its successor – and to host consultations with Member States, civil society organizations, academia, and the private sector, a key partner given dominance in this space, to reinvigorate progress on this issue. Invest in identifying where a global data commons may help realize global public goods and, subsequently, to establish and resource such a commons. Global issues that are significantly hampered by lack of access to data needs to be identified to inform decisions or to develop solutions and to commit to putting in place a commons where needed, building on the UN's role as steward of existing commons (the Oceans through the UN High Seas Treaty, satellite imagery data during emergencies through the International Charter on Space and Major Disasters) with UNICEF to (co)lead on data for climate, data for anticipatory and humanitarian action, and other areas core to the UNICEF mandate (WASH, nutrition, education, etc.). Consideration should be given to the role of data in climate change prevention and mitigation, an issue that transcends national and regional interests, and anticipatory and humanitarian action given the UN mandate.

Develop guidance for Member States for putting in place data commons in service of regional, national, and community public good including mechanisms for meaningful community participation starting with the development of principles for such commons, their design and participation.

Sources of Knowledge

Exploring Data as and in Service of the Public Good

Data Commons Primer: Democratizing the Information Society

Public-interest Framework for B2G Data Sharing in the Data Act

European Health Data Space

European Data Act

Best Practices for the Governance of Digital Public Goods

Digital Colonialism: The 21st Century Scramble for Africa through the Extraction and Control of User Data and the Limitations of Data Protection Laws