



NITA- U LAUNCHES NATIONWIDE “BEERA KU GUARD” CAMPAIGN TO PROMOTE CYBERSECURITY, DATA PROTECTION AND PRIVACY

Kampala, Uganda. September 3, 2025. A nationwide public awareness campaign dubbed “Beera Ku Guard” has been launched by National Information Technology Authority - Uganda (NITA-U) in partnership with the Personal Data Protection Office (PDPO).

The campaign is aimed at increasing national consciousness around cybersecurity, data protection, and privacy, both online and offline. The campaign, whose name translates to “stay guarded, and on the lookout,” has been officially unveiled at a media event hosted at Serena Hotel, Kampala, and officiated by the Dr. Hatwib Mugasa, Executive Director of NITA-U.

Representing the executive director at the launch, Arnold Mangeni, the Director, Information Security at NITA-U emphasized that digital development must be anchored in trust, responsibility, and safety.

“We cannot talk about a modern, digital Uganda without putting safety and trust at the center. ‘Beera Ku Guard’ is a call to action for every citizen, public servant, and private actor to safeguard personal data and use digital platforms responsibly,” he said. He added that the campaign reiterates the Government of Uganda’s commitment to building a secure, inclusive, and accountable digital ecosystem for all Ugandans.

The campaign comes at a time when Uganda is undergoing a rapid digital transformation, with more than 13 million Ugandans currently online. However, recent data shows that while 48.8% of Ugandans are aware of cybersecurity, only 13.6% understand the concepts of data protection and privacy.

Moreover, fewer than 28.4% of government agencies have designated data protection officers, highlighting a significant capacity gap in the implementation of the Data Protection and Privacy Act.

Mangeni stressed the urgency of the call stating that with digital interactions becoming central to every aspect of life, digital safety must be as instinctive as locking your front door. ‘Beera Ku Guard’ speaks to this urgency, encouraging Ugandans to double-check before they click, share, or give away their data.”

The launch featured a digital countdown, setting the tone for what will be an extensive, multi-channel awareness effort.



Over the next six months, the campaign will be rolled out nationwide using a combination of mass media, digital platforms, and institutional engagements.

A high-level panel discussion during the event, themed “Building Public Trust in Uganda’s Data Systems: Safeguarding Information Online and Offline” explored the role of government, private sector, civil society, and citizens in creating a trustworthy and secure data environment.

Paul Kakeeto, the Manager, Public Relations and Marketing at the Personal Data Protection Office, noted that “Digital transformation must be anchored in digital trust. This campaign will demystify laws, translate rights into relatable language, and inspire every Ugandan to own their online safety. Beera Ku Guard will empower individuals and institutions to take practical steps in protecting personal data.”

The campaign is part of Uganda’s broader strategy to implement the Digital Transformation Roadmap 2023/24–2027/28, and to operationalize key provisions of the Data Protection and Privacy Act (Cap. 97). It is designed to reach at least 70% of the population, directly engage over 100,000 citizens and support the registration of 1,000 data-controlling organizations with the PDPO by 2026.

The “Beera Ku Guard” campaign promotes responsible digital behavior while championing the idea that national progress in the digital age is inseparable from public trust and individual accountability.

About the National Information Technology Authority – Uganda (NITA-U)

NITA-U is a statutory body under the Ministry of ICT and National Guidance. Its mandate is to coordinate, promote, and monitor IT development in Uganda. NITA-U leads key e-government initiatives that support efficient service delivery, transparency, and data-driven governance. www.nita.go.ug

About the Personal Data Protection Office (PDPO)

Personal Data Protection Office is Uganda’s independent data protection office. It is established as an independent office under the National Information Technology Authority, Uganda (NITA-U) and is responsible for overseeing the implementation of and enforcement of the Data Protection and Privacy Act Cap. 97. www.pdpo.go.ug

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