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NIGERIA DATA PROTECTION COMMISSION OPENS PROBE INTO TEMU

The Nigeria Data Protection Commission (NDPC) has ordered an immediate investigation into Temu, an e-commerce marketplace, over possible violations of the Nigeria Data Protection Act 2023 (NDPA).

Temu is a global online shopping platform known for very low prices and strong online advertising. It entered Nigeria in late 2024 and quickly became popular, especially among young smartphone users. Reports suggest the company processes the personal data of about 12.7 million Nigerians.

What Is The Concern?

According to the NDPC, the investigation was ordered by its CEO, Vincent Olatunji, following concerns regarding Temu's handling of personal data. The key issues include:

- Possible online tracking or surveillance of users
- Collecting more personal data than necessary
- Not clearly explaining how data is used
- Weak accountability measures
- Transferring Nigerians' data outside the country without proper safeguards
- Failing to show proper duty of care

Under the NDPA, companies must follow clear rules. They must collect only the data they truly need. They must tell users, in simple language, what they are doing with the data. They must protect it from misuse, loss, or unauthorized access. And if they transfer data abroad, they must ensure strong legal and technical protections are in place.

What Powers Does The NDPC Have?

The NDPC is not just an advisory body. It has real enforcement powers under the law. It can:

- Demand due compliance documents and explanations;
- Carry out audits and compliance checks;
- Order a company to correct its data practices;
- Impose administrative fines; and
- Restrict or suspend certain data processing activities

The Commission has also warned that data processors may be held responsible if they process data for a company that is not complying with the law.

Why Does This Matter?

This notice does not mean Temu has been found guilty. It means the regulator believes there are serious questions to answer. If violations are confirmed, the company could face heavy fines and strict compliance orders.

For data protection professionals, this is a reminder that compliance must be active and ongoing. Policies alone are not enough.

For everyday Nigerians, this shows that the regulator is watching how big digital platforms use personal information. Your data is valuable, and the law is meant to protect it.

See the NDPC Press Release here:

<https://x.com/ndpcngr/status/2023454625815261189?t=H73Vil8veDGVX9iDMe7Lig&s=19>

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