



# Digital Security and Privacy in Nigerian Informal Markets: Policy Implications for Internet Users

Oluwatosin Adeoye<sup>1</sup>, Precious Adesayo<sup>2</sup>, Foluke Olayemi<sup>1,3</sup>, Sunday Ifunanya<sup>4</sup>

<sup>1</sup> Department of Research, University of Jos

<sup>2</sup> Nnamdi Azikiwe University, Awka

<sup>3</sup> Department of Interdisciplinary Studies, American University of Nigeria (AUN)

<sup>4</sup> Department of Advanced Studies, American University of Nigeria (AUN)

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**Correspondence:** [oadeoye@hotmail.com](mailto:oadeoye@hotmail.com)

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## Author notes

*Oluwatosin Adeoye is affiliated with Department of Research, University of Jos and focuses on Psychology research in Africa.*

*Precious Adesayo is affiliated with Nnamdi Azikiwe University, Awka and focuses on Psychology research in Africa.*

*Foluke Olayemi is affiliated with Department of Research, University of Jos and focuses on Psychology research in Africa.*

*Sunday Ifunanya is affiliated with Department of Advanced Studies, American University of Nigeria (AUN) and focuses on Psychology research in Africa.*

## Abstract

Digital security and privacy issues in Nigerian informal markets have become a significant concern for internet users, driven by increasing cyber threats such as fraud, identity theft, and malware. A mixed-methods approach combining qualitative interviews with quantitative surveys was employed to gather data from 150 participants across 10 informal markets in Nigeria. Focus groups were also conducted to understand broader community perceptions. Participants reported experiencing a high level of digital security threats, particularly through phishing and fraudulent emails (78%), followed by malware attacks (62%). The findings highlight the urgent need for targeted policy interventions that balance user privacy with market operational requirements, aiming to reduce cyber risks while maintaining market viability. Policy recommendations include mandatory cybersecurity training for informal market operators and the implementation of robust data protection standards. Additionally, a collaborative framework between government agencies and private sector entities should be established to monitor and mitigate security threats effectively.

**Keywords:** *Geographic, African, Informal, Ethnography, Surveys, Privacy, Security*

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