

About This Playbook

“ Kenya is rapidly embracing artificial intelligence (AI) as a driver of innovation, economic growth, and improved public service delivery. As AI adoption accelerates across sectors, there is an increasing need to ensure that AI systems are developed and deployed responsibly, ethically, and in ways that protect the rights, safety, and trust of users. This aligns with Kenya's evolving AI governance landscape, including the Data Protection Act, emerging national AI policy initiatives, and international best practices for responsible AI.

The **Safety by Design Playbook** has been developed by **Tech Innovators Network (THiNK)** as a practical guide for AI innovators, developers, startups, researchers, and organizations building conversational AI systems and intelligent digital assistants. It provides actionable guidance, practical checklists, and recommended practices to help builders embed safety, privacy, transparency, fairness, accessibility, and accountability throughout the AI lifecycle—from concept and design to deployment, monitoring, and continuous improvement.

By adopting a Safety by Design approach, AI builders can proactively identify and mitigate risks, strengthen user trust, improve regulatory readiness, and develop AI solutions that are not only innovative and effective but also safe, inclusive, resilient, and aligned with Kenya's vision for responsible and human-centered AI.

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