

Data, or data, has become the new oil of the twenty-first century. It is ubiquitous, powering AI systems, predictive analytics, and business strategies. Companies collect, store, and analyze massive amounts of information to anticipate trends, improve services, and target consumers with greater accuracy. However, data management raises crucial privacy and security issues. Data quality is key: biased or incorrect information can lead to wrong decisions. Thus, in a world where data is king, rigor and ethics become unavoidable priorities.