In SQL, data types are used to define the type of data that can be stored in a column or variable.

Here are some examples of common data types in SQL:

1. INTEGER: This data type is used to store whole numbers. Example: age, number of items, etc.
2. VARCHAR: This data type is used to store variable-length character strings. Example: names, addresses, etc.
3. DATE: This data type is used to store dates. Example: birthdate, hire date, etc.
4. BOOLEAN: This data type is used to store boolean values (True or False). Example: hasPaid, isActive, etc.
5. DECIMAL: This data type is used to store decimal values with a fixed number of decimal places. Example: prices, percentages, etc.
6. BLOB: This data type is used to store binary data, such as images or documents.

Overall, selecting the appropriate data type for each column or variable is essential to ensure accurate data storage and manipulation in SQL.