Privacy: Data privacy is one of the most important aspects of the data era. The data gets exposed due to multiple breaches and weak passwords sometimes. Data privacy is something that leaks almost every information you store over an account or a website. Usually, this happens when there are multiple breaches and the data gets crashed, and sometimes might be into the wrong hands.

In my personal, I was experiencing this as the data of my laptop was with the hacker and the hacker was able to multiply the files when I click once on a folder or an item on the desktop or any other drive. It was called a ransomware attack but there was no specific pattern that was followed. I was shocked and I didn't know what script was running in the background I tried to look at all the activities happening on the computer but the script which was multiplying the files is not visible at any point. I was out of scope and the data crash happened due to multiple folders opening as they were multiplying. Finally, I re-installed the operating system and made it clean and safe.

Ownership: when I was working with one of the previous organizations in the audit firm of my work I was noticed that the data that is collected or received from the user is stored in the central database through multiple tables and it cannot be deleted as it has the critical information of the user. If the user wanted to delete the data, it was deleted from the database, but it was stored as a replica in the central database which can be referred to if there is any privacy and compliance issue. Sometimes there have been scenarios where the company has handled many cases and the data has been deleted from the databases but later the client comes with an explanation and sometimes seeks the explanation for which the data should be able to retrievable if we were unable to then the whole case is on to the favor of the victim. That's the reason saving the client critical information and data in the centra database which needs the permission of multiple authorities is the best way the data can be stored and handled as an owner.

Data Validity: It is one of the critical aspects while creating the pipelines. If we find any issue in the initial stage it can be easily remodified but when the project scope is near to the deadline and we doing a loophole in the database in calculating the parameters it's the pain and we need to remove the whole created database which is a lot of rework again. Instead, we can have the data validations tests after every new generation of the tables and databases which can reduce this issue.

Fairness: Data fairness is something that is internally linked to the data validation and moreover FAIR data are those that adhere to the principles of discoverability, accessibility, interoperability, and reusability. The best method to make your data FAIR is to employ a FAIR-aligned data repository that adheres to international data repository standards. The wrong validations made in the data validation stage lead to the fault in fairness and the data will be lost to eradicate this issue we can have multiple data sources or we must be able to pull the same data from multiple pipelines which is the best way.