**Data and Ethics Go Hand in Hand**

Data science has become a necessary tool for public relations and marketing professionals to learn about target audiences, but the use of data science also raises ethical questions, writes Karen Swim, APR. PR professionals can navigate these ethical challenges "by balancing the development of data science with respect for human rights," Swim writes.

***PRSAY 7/10/18***

<https://prsay.prsa.org/2018/07/10/bits-bytes-and-the-ethics-of-data/>

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