Data Privacy and Ethics: Paving the Way for Sustainable Information Access

S. Suresh Kumar[1*] and S. Manuraj[2]

[1] Assistant Professor, Sree Saraswathi Thyagaraja College Pollachi, Tamil Nadu, India

[2] Research Scholar, PSG College of Arts & Science, Coimbatore, India

*****sureshkumar.s@stc.ac.in*

In the digital age, data privacy and ethics play a crucial role in shaping sustainable information access. With the increasing reliance on big data, artificial intelligence, and cloud computing, organizations and individuals face significant ethical dilemmas in balancing open access to information and protecting sensitive data. This paper explores the intersection of data privacy, ethical considerations, and sustainability in information access. Sustainability in information access requires responsible data management practices that align with legal frameworks, such as the General Data Protection Regulation (GDPR) and other global data protection laws. Ethical principles such as transparency, accountability, and fairness must be integrated into data governance to ensure that information access promotes inclusivity, environmental sustainability, and social equity. The study examines the role of AI and machine learning in processing vast amounts of data while addressing biases, ensuring security, and fostering responsible decision-making. Furthermore, the paper highlights the potential risks of unethical data practices, such as surveillance, data breaches, and misinformation, which can undermine trust and long-term sustainability efforts. It discusses best practices for organizations to adopt privacy-enhancing technologies, ethical AI frameworks, and stakeholder collaboration to balance accessibility with security. Case studies on ethical data use in sectors like healthcare, finance, and environmental monitoring illustrate the real-world implications of responsible data governance. By emphasizing ethical principles in data privacy, this study advocates for a sustainable approach to information access that prioritizes human rights, equitable resource distribution, and long-term digital resilience. Future research should focus on developing AI-driven privacy-preserving techniques and regulatory policies that support ethical data sharing without compromising security. In conclusion, ensuring ethical data privacy practices is essential to fostering a sustainable digital ecosystem where information can be accessed responsibly and equitably.

Keywords: *Data privacy; Sustainability; Information access; Artificial Intelligence; Security*