Ethics plays a vital role in technology for several reasons. Some of the prominent ethical issues in information technology include: Organizations can build trust, prevent bias and discrimination by prioritizing ethical practices, and shape a sustainable and trustworthy digital landscape. Firstly, ethical behavior fosters trust and confidence among users, crucial for successful technological advancements and user adoption. Ethical decision—making is the definition of accountable use of technology while considering societal impacts, sustainability, and environmental responsibility. Secondly, ethical considerations protect individuals' privacy and ensure responsible handling of personal data.