AI Ethics and Big Data Governance in FinTech Applications

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Abstract*: The integration of Artificial Intelligence (AI) and Big Data analytics in the financial technology (FinTech) sector presents both significant opportunities and ethical challenges. This paper explores the core principles associated with the ethical use of AI and Big Data in FinTech, emphasizing concerns such as data privacy, algorithmic fairness, transparency, and governance. By examining case studies and analyzing industry practices, this study highlights the impact of these ethical considerations on consumer trust, regulatory compliance, and the overall efficacy of AI and Big Data applications in finance. Recommendations are provided to promote responsible use of these technologies in FinTech, ensuring fairness and integrity in their deployment.*

Keywords: Artificial Intelligence, Big Data Analytics, Financial Technology, Data Privacy, Algorithmic Fairness, Transparency, Governance, Responsible Technology

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