

## **USA: The Rise of Data Capitalism and Its Risks**

Data has been called the world's most valuable resource, part of the Fourth Industrial Revolution, and the new oil—a trove of unrefined wealth just waiting to be tapped. Data is becoming a force across a variety of industries.

In the healthcare industry, for example, data is being used in hospitals to predict potential sepsis which allows for early intervention, to create personalised medicine and treatment plans, and to identify early risk factors for medical conditions, including diabetes.

In the financial industry, it is being used for early fraud detection and prevention, to improve marketing campaigns, and to maintain regulatory compliance.

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