As sources of data become more plentiful and massive data sets are easy to acquire, new ethical issues arise involving data quality and privacy, and the analysis, interpretation and dissemination of data-driven decisions. There are numerous anecdotes involving abuses of complex data analyses and algorithms, and the impact they have had on society. What can statisticians do to help enhance data science ethics in practice, and what can statistics educators do to instill sound ethical behavior in our students? We have opportunities to practice and teach ethical conduct relevant to all stages of the data life cycle. This talk will address issues impacting ethical data science, with a focus on how statisticians can help raise awareness and encourage implementation of ethical best practices.