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Upon researching this data breach and what economic and social theories it resonates with I came up with these. The first economic theory is the game theory where the delay in notifying the customers could have been seen as a strategic decision in the interest of shareholders. The second is the Information Asymmetry this has to do with the customers not knowing what is going on while the company does. The social science theories are Social Identity theory. The customers will have a sense of distrust in the company after the breach occurred and they figured out the company new beforehand. The second is crisis communication theory. This focused on the way the company communicated during the crisis and they did not do it well.