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Economic Theories:

**Cost-Benefit Analysis:** This theory can be applied to the company's response to the data breach. The company must weigh the costs of notifying customers, providing assistance, and taking security measures against the benefits of maintaining customer trust, potentially avoiding legal penalties, and safeguarding its reputation.

**Game Theory:** This theory can be applied to the interaction between the company and the hackers. It involves strategic decision-making in a situation where the outcomes depend on the choices of multiple actors. The company must consider the hackers' incentives, potential responses, and the best strategies to mitigate future breaches.

Social Sciences Theories:

**Social Identity Theory** relates to how individuals perceive themselves in social contexts. In this case, customers may experience a breach in their social identity as they realize their personal and financial information has been compromised. This theory can help understand the psychological impact on affected individuals and their subsequent behaviors.

**Crisis Communication Theory:** This theory deals with how organizations communicate during crises. The company's notification strategy, the timing of communication, and the information provided align with principles from crisis communication theory, aiming to manage public perception, restore trust, and guide affected individuals on necessary actions.

In summary, economic theories like cost-benefit analysis and game theory provide frameworks for understanding the company's decision-making processes and strategic responses to the data breach. On the other hand, social sciences theories such as social identity theory and crisis communication theory offer insights into the psychological and communicative aspects of the breach, including its impact on individuals and the company's communication strategies.