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After I read that sample data breach, it became clear about how different theories relate. One perspective relates to information Asymmetry which is evident about the affected individuals. It has less information about the security of data compared to the other companies that can potentially lead to an altered consumer behavior. Furthermore the negative externalities are on an rise as the breach imposes the cost on others like potential fraud. The Psychologically of the Trust Violation is important because the breach represents the failure of the trust that we placed in the organization. Also the Social comparison Theory influences the reactions as we compare our situation to others who have been through similar situations.