

Journal Entry 12

Rational choice Theory – The business is acting in both the customers' and its own best interests in order to protect customers information and shield their reputation.

Laissez-faire – Federal law enforcement had to get involved in the case because individual's privacy was being breached by the offender.

Neutralization Theory – In this case specifically, the company is using appeal to higher authorities in order to rationalize the late notification to customer's about their stolen data by saying the investigation and law enforcement required them to alert customer's later.

Behavioral Theory - The organization is giving the customer's behaviors that will help them protect their card information from further exploitation.