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This letter from the company brings a lot of day to day scenarios that happen frequently and could truly happen to anyone. Social wise, it is important to note that this scenario can happen to anyone and any company can see a breach. Problem lies in the agreements that are between customers and the company that protect rights for both parties. I believe the consensus theory relates to the letter as it pertains to consent of information and the protection of it. Social contract theory also relates to this later economically as both the customer and company need to benefit from it for it to be worth it..