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The data breach notification letter indicates that clients of the website are at risk for possible identity theft. This would be an example of Rational Choice Theory. It would be an economic cost to the client to investigate and pay for protection against the risk of becoming a victim. There is also a direct cost economically to the company to fix the data breach issues and any damages it caused to the company. The Keynesian Theory would influence less data breaches if the economy was more stabilized by the government actions.

The Cognitive theory could relate to the data breaches playing a role in how people think and behavior towards others' privacy. For example, a hacker may not see an issue with invading people's privacy and putting them at risk for attack. Under this theory it states that certain behaviors are learned and can improve. Neutralization theory relates in many ways to how a hacker will commit crimes and carries on in society as normal. For example, causing this data breach to happen and denial of responsibility. The criminals are committing cyberattacks and make it a normal thing psychologically as if it's a natural way of living.