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A lot of the reason why these large scale data breaches happen....

, Saturday 21 December 2013 - 20:34:09

The reason Target (and 99% of other merchants) STORE large volumes of credit card data is because there is other data mixed in with it that they sell to marketers for millions! The sensitive data is never seen by the marketer, but is vulnerable before it gets to the marketer because it's being stored long term