

My alternative data management strategy is to store non-personally identifiable and non-payment information on the cloud. By utilizing the cloud for data storage we have the following pros and cons:

Pros:

- User data and account preferences will remain safe and easily accessible when there are any issues with the company's internal databases.
- Less reliance on physical storage and thus may be cheaper in the short term.
- A backup in case of any data leaks, and hacks, ensuring business continuity
- Can offer scalability which works well for when more Coronado Cinema Theaters open.
- Regular updates and security patches from the cloud provider adds onto protection and reliability. This also reduces professional costs the company would have to hire to maintain its own systems.

Cons:

- Can be costly in the long term, especially as data storage needs grow.
- Reliance on third party providers can lead to disruptions that are unrelated to the company
- Data privacy may be a concern for customers as they may not like the idea having their information stored in multiple locations
- If cloud service providers are hacked, or data leaks occur, it can create an irreversible loss of data.