

## Journal Entry 12

The "SAMPLE DATA BREACH NOTIFICATION" letter embodies economic theories such as cost-benefit analysis and game theory, along with social sciences theories like trust theory and attribution theory. The company's decision to disclose the breach despite potential repercussions reflects cost-benefit analysis, weighing the costs of notification against legal and reputational risks. Game theory applies to the strategic interactions between the company, customers, and potential attackers, guiding the company's actions to maximize its interests in a complex environment. Trust theory underpins the company's efforts to maintain or rebuild trust with customers through transparency and proactive risk mitigation measures. Additionally, customers affected by the breach may engage in attribution processes, influenced by the company's communication, to understand responsibility and trustworthiness. These theories provide frameworks for comprehending decision-making processes and interpersonal dynamics in managing data breaches.