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Someone could look at the breach notice letter using social science as well as economic points of view. Economically speaking, this idea of information asymmetry is important since the business and its software provider knew about the breach long before communicating with customers, therefore making a gap in important data that determined their choices. The incident also is considered a negative externality; customers experience emotional and the financial consequences from the security mistakes of a third-party supplier. Social science theories also explain the situation. The breakdown of trust between a company and its consumers, who thought their data was going to be protected in return for doing business with them, indicates social contract theory. The company's effort to put the blame on the third-party service provider, affecting how customers view the situation and maybe reducing damage to its reputation, shows attribution theory. All of this taken together shows how complicated economic and social effects of data breaches and company responses are.