The data breach letter reflects economics and social sciences theories. In economics, it ties to information asymmetry, as customers rely on the company to disclose the breach, and cost-benefit analysis, where the business weighs the impact of notifying customers. Socially, it relates to social contract theory, since the company broke its duty to protect data, and risk perception theory, as customers interpret the severity of the breach based on the letter’s tone and advice. These theories highlight trust, responsibility, and decision-making.