

“SAMPLE DATA BREACH NOTIFICATION”, describe how two different economics theories and two different social sciences theories relate to the letter.

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The data breach notification was designed to inform customers about breaches within their company website. It enlightens customers about what has happened, who was involved in the breach, what the company is going to do about it, what can consumers do, and finally an option for additional information on the subject. Using this letter, we can see connections with both economic and social science theories.

The first economic theory that can compare to this situation is rational choice theory. As this theory points out, individuals and businesses commit certain choices that benefit them. With the letter we can examine how the business places an effort in informing customers, this assists in safeguarding their reputation and image. If the company doesn't place any effort and ignores the situation then it ruins their integrity with consumers. Another theory we can observe is laissez-faire economic theory, specifically in the cybersecurity lens. As it implies, the government prefers to get involved in cybersecurity applications versus actually developing strategies and methods to avoid such outcomes. Relating to the letter, under “what happened?” section, we can see how this situation is being investigated by the police. Then in “What are we doing?” section, it also demonstrated that the company has “Our platform provider has also contacted and offered its cooperation to federal law enforcement.”

Cognitive theory can be reflected in the letter, since the letter demonstrates how it can be read easily, allowing the individual to process and understand what's going on. Similar to neutralization theory, it explains how criminals are aware of their actions despite other factors. It can be said the same for this letter, as it shows customers that companies are aware of the situation. Another theory can be personality theory. I say this because the company put in an effort alerting everyone and wrote a thoughtful response, taking into consideration of several personalities displayed by individuals, since everyone reacts to news or alerts differently.

References

SAMPLE DATA BREACH NOTIFICATION. (n.d.).

https://dojmt.gov/wp-content/uploads/Glasswasherparts.com_.pdf

Module 5 Slides

Module 11 Slides