Journal Entry 11-1

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Two economics theories I think that relates to this sample breach notification are rational choice and Marxian economic theory. The reason I see rational choice is that at the end of the day businesses will always look out for themselves. They are only sending a breach notification to minimize the backlash and fallout from the incident. An example of fallout is customers suing them over not being informed about a breach of their private personal information. Or, even get penalized by the government and law enforcement. This would happen in the Laissez fare economic theory. It would look worse the longer they keep the incident to themselves. As for the Marxian economic theory, a lot companies hold the cards with people’s information. Some of these companies like Facebook and Google will even sell some information to advertisers to present target advertisements to specific consumers. The argument could be made that if these companies did not hoard or store some much information on consumers, there would be less juicy targets to nefarious hackers. The two science theories in this to me are Cognitive and Personality theories. An example of cognitive theory is that the company sent out the sample breach document is a way for the consumer to understand what the hackers took and what they might use it for. As for personality theory, it is seen that the hacker who caused the breach is a black hat type of hacker due to the type of information they stole, that being consumer’s credit and debt card information. Overall, this was very similar to what I experienced a few years ago when Yahoo had a data breach.

**References**