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

There are two economic theories that are related to the letter titled “SAMPLE DATA BREACH NOTIFICATION”. Initially, rational choice theory is related due to the concept that people make decisions to go with their own best interest variables. This theory relates to the letter example in the sense that the businesses that have had a data breach in the past could have invested in stronger cybersecurity measures to ensure the safety of the users. These measures can be attributed to no investment being made. Lastly, classical economic theory is based on the concept of supply and demand. This theory can be related back to the letter in the sense that consumers willingly share pertinent personal information to companies that in turn could utilize their unique data subset.

There are two social science theories that are related to the letter titled “SAMPLE DATA BREACH NOTIFICATION”. Initially, functionalism theory involves a concept in which society can be viewed as a complicated structure made from different smaller individual units, all working together to create a whole demographic subset. This theory relates to the letter in the sense that the company structure is relevant as it is made up of different employees who perform different tasks. This large business entity, however, is only as strong as the strength level of the weakest employee. Lastly, social exchange theory is relevant to true human interactions, as well as relationships that allow individuals to utilize the necessary tools. It is through these unique relationships that this subset of people can decide how to evaluate the value of different items or entities within their personal and professional relationships. This theory is related to the letter in the sense that even though the recipient of this letter put their trust into this company, their data was not safe with that institution. It is always considered to be a best practice for people to know where and how unique data sets will be stored and used by companies. Before any data is shared between any individual and a company, safeguards must be in place to truly be certain how data sharing techniques can be used as trust devices in the lives of individuals.