

Week 11 Journal Entry 12

Read this https://dojmt.gov/wp-content/uploads/Glasswasherparts.com_.pdf Links to an external site. sample breach letter “SAMPLE DATA BREACH NOTIFICATION” and describe how two different economics theories and two different social sciences theories relate to the letter.

The Rational Choice theory applies to this data breach letter, as sending out this letter is in the best interest of the company that experiences the data breach. These letters are sometimes postponed until the investigation is underway to preserve the integrity of the investigation. Transparency plays a key role in keeping customers or clients and shows that the business is willing to rectify harm that is caused by the data breach, alongside the fact that in many states, data breach notifications are required regardless. Often, these letters come with guarantees of credit monitoring and extra customer support for customers whose data was exposed.

The Marxian Economic Theory applies as those with power, the technology, can collect vast amounts of information on customers, those without power, and use it in a wide variety of ways. The personal information collected from customers can be used for ad targeting and promotional material where email addresses, phone numbers, and physical addresses are concerned, along with browser tracking, where users are tracked across websites to gain insight into their web activities to further advertise. Additional information collected from users often includes payment information, names, other addresses, phone numbers, and ID, where the breach of such data can harm customers and possibly be used to assist in identity theft. Customers are often powerless to prohibit the data collection as they agree to the collection when visiting the respective websites. Further possibility of harm is put into play when companies sell the personal information they collect to third parties, either other parties they contract with or that they simply sell to, to use to send promotional material to their customers, research and analytical purposes, or for profit.

Conflict theory applies in such a situation as a power imbalance and inequalities are present. In the United States, consumers have very few rights when it comes to how their data is collected commercially and the paths for recourse should their data be exposed in a way that harms them. The most common path of recourse is a class action suit, but the downside to these is that the individuals impacted see very little compensation for the harm to them that has been caused. One could go after a company by themselves and

decline to be part of the class action, however, doing it alone is expensive and you're going up against an army of corporate lawyers. The playing field is by no means level for all parties involved.

Cybersecurity culture is another social science theory that applies. It needs to be a norm to take a lot of the control of data away from corporations and place that control back into the hands of private citizens so that they can have a more active say in who has access to their data. In Europe, this norm comes in the form of the General Data Privacy Regulation. By giving this control back to the people, they are playing an active role in keeping themselves secure while more stringent requirements are being placed on corporations to keep the data secure and limit who it can be shared with, rather than sharing the data to make a profit and putting Americans at risk in doing so.