

The article for this case analysis talks about the Equifax breach in 2017 and its impact on customers. This article talked about how the personal information of 147 million people was leaked to the world. This caused an outrage, and many were very upset about their data being leaked. This breach caused Equifax to pay a lot of money in settlement fees to fix the damages. This article is a prime example of customer confidentiality. This article discusses how no one is safe from this attack. The only way to get out of this attack is by having no credit and living without a credit card. This idea is almost impossible for many individuals because they believe in credit so much. In this Case Analysis, I will argue that Contractarianism shows that the Equifax breach harmed Wells Fargo and Volkswagen's customers. By leaking these customer's information, it makes this act morally wrong.

Next, let's discuss how Friedman interprets this topic and the concepts that he presents that give more context to the article. In reading, Friedman talks a lot about how corporate executive has a social responsibility. This kind of responsibility states that a person needs to do what is right for society with their money. This idea does not work because the person would have to have their own money to do what is suitable for the community. The only thing that they are required to do is increase shareholders' money and nothing else. This kind of thinking fits with what Equifax is trying to do. They are not in the business of trying to please everyone, they want to make money, and that is the bottom line. Equifax is not caring about security and making people pay so that they can freeze their assets. This could also be why they did not do too much when fixing the breach and only paid a settlement fee.

Now the question is, how does contractarianism fit into this article on the Equifax breach. Contractarianism states that morality is something that everyone agrees to so that we can all live together and have good lives. In the case of Equifax, they do not care about every customer on a personal level. They do, however, give them the option of being able to freeze their assets for a fee. This idea is in line with contractarianism because we only believe in morality to live better lives. We as customers can not expect that a company like this would tend to the needs of everyone. They are in the business of making money, and that is at the heart of all companies.

The question then needs to be answered: Who did the Equifax breach harm, and why was it morally wrong. The people that this breach harmed were the many customers that Equifax had at the time of the breach. These people were harmed by having their credit data leaked. This was a big issue for Equifax because they had a lot of angry customers. As stated above, they did nothing other than paying a settlement fee to fix the problem. This move left a lot of people losing their credit data. They were more concerned with the money loss and not about the customers that lost their data. I believe that they could have done more to help the people, but I can also see how they wanted to recover their costs and not lose more money in the process. Now the question is, why was the breach morally wrong. This breach was ethically wrong because it ruined half of America, and Equifax did not own up to its mistake when it happened. This caused a breach of trust that would be hard to gain back. They also had flaws in their security which only added to their loss of trust amongst their customers. What makes it worse is that they hid this attack from their customers. For a company like this to

succeed, they need to have more customer interaction and be upfront in what they are doing and the occurring problems.

Finally, let's discuss how Anshen interoperates the topic and how it fits into the article. Ashen argues that businesses do have a lot more responsibility for the harmful effects that they cause. This is a stark contrast to Friedman and his idea that the company should care more about the money than the people they support. Anshen believes that businesses should deal with issues such as unemployment, climate change, and much more. The ideas that Anshen presents deviated from the ideas that the article suggests. The report on the Equifax attack talked about how Equifax did nothing to help their customers. As stated above, Equifax only paid a settlement and did nothing to help their customers recover from this breach. I believe that more needs to be done to help the customers when these situations happen. I understand that companies need to make money, but I think they're making money because of the customers.

I believe that in some way, there needs to be a combination between the ideas of Friedman and Anshen. When it comes to an attack like the Equifax attack, the company should prioritize recouping its money, but it should also be concerned with its customers' data. In the end, the only thing that the company cares about is making money, but that should not be the biggest concern, and the customers should also be a top priority.

Anshen believes that the only way for the enterprise system's economic and social values is to be preserved if they are flexible and adapt to change. He states that the only way this idea can work is to understand and respect the business system's energy, advance into the problem, and share in the design of its solutions. I also believe that this is the best solution as it covers both social and economic systems.

Lastly, how does contractarianism fit with Anshen's ideas? I believe that this ethic tool fits very well with the Anshen reading because it states that morality is based on an unspoken social contract between all society members. This tool perfectly fits Anshen's reading because he believes that companies should focus on society and that it is just part of how a business is run. Companies should not be focused so much on recovering their money and should give more attention to their customers, as stated above.

When it comes to the ideas of Anshen, I believe that his ideas are more in line with how society wants companies to act when an attack like this happens. As stated by contractarianism, the only reason we have morality is to live better lives. Morality is just a rule that we all have to follow, and for this reason, I believe that companies should focus on customers.

There is no one way a company should respond to an attack like the Equifax breach, but some guidelines should be put in place to give more attention to the customers. Many companies prioritize money over their customers, and it is important to understand which companies are responsible for only caring about money and not the customers.

To conclude, there is never going to be one way to deal with an attack like the Equifax breach. Some companies will focus more on the money, and some are going to focus on the customers. Friedman stated that a person that is spending the companies money should focus on only making more money. On the other hand, Anshen talked about how the company should focus on fixing unemployment and climate change issues. I believe that a company should focus on the customers more than the money, but they can do what they want with their money. The Equifax breach is an example of a company that should have taken more care of their customers and made sure that they recover from this attack. Many people lost their data, and it is not fair to them that they did not get the help they needed. This attack shows that companies need to take more care of their customers and that money should not be the first concern.