

Journal #12

CYSE 201S

Ennio Cruz

Data Breach Notification

ECONOMICS

The data breach notification letter can be related to Rational Choice Theory, in which the business makes choices that are in the best of their interest. The letter mentioned the business partnering with a leading cybersecurity firm, spending resources to ensure that the issues is addressed appropriately and promptly.

The data breach notification letter can be related to Classical Economic Theory, in which the business operates with the ideals of supply and demand. In this instance, the personal information the customer provided to the business is what the business uses to determine the demand for their product. Purchasing a product online requires personal information such as first and last name, address, and credit card information which was unfortunately possibly compromised.

SOCIAL SCIENCE

The data breach notification letter can be related to Structural Functionalist Theory, in which the different societal mechanism work together. In this instance of a data breach, the business has consulted other entities, such as a cybersecurity firm and the government to assist in addressing the issue. All three would work together to serve society, in this case the affected consumers.

The data breach notification letter can be related to Symbolic interactionist Theory, which the focuses on the symbolic interactions and how society communicates. In this instance of a data breach, the notification letter in itself is a symbolic medium in which the business communicates its issue with the customer. The information provided in the letter would also impact the consumers perception of the security of online transactions.