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After reading the sample breach letter, the two economic theories that I noticed are rational choice and cost/benefit. Rational choice because notifying their customers was in their best interest. Making them aware of what happened and taking full responsibility will help ease the customers' needs. When sending out a letter such as this, the cost/benefits are always measured. If this letter isn't sent out and the customers learn of this breach from another source, they will lose trust in the company. The benefits of making them aware of a breach outweigh the cost. A psychological theory that I noticed while reading this is framing effect. This letter is worded and framed in a way that highlights what happened but also soothes the customers, making them aware that the problem is being solved.