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To take away from this sample data breach notification, with additional research, two economic and social science theories stood out to me, which I’ll cover in a moment. First, let’s recognize what’s going on here. The letter informs customers that their payment card data was manipulated due to a malware breach affecting the platform provider’s systems. This incident lasted from February to December 2016. The letter then encourages customers to contact their card issuers and watch for suspicious transactions. From an economic standpoint, here we have **Laissez-Faire Theory** in addition to **Rational Choice Theory.** I chose laissez- faire specifically due to the government role with law enforcement in the case. Law enforcement’s request to delay notifications reflects a laissez‑faire approach. Understanding the case while considering the rational choice theory, we see that the company’s choice to issue a breach notification aligns with rational choice theory. If you closely analyze, you may recognize that by informing affected customers and providing guidance on protective steps, they aim to minimize financial harm; putting themselves first. From a social science standpoint we can see that **functionalism and conflict** are being exercised. Considering the functionalism social science theory, through this specific notification and additional monitoring efforts, the company worked to restore and reinforce its role as a secure service provider. With the conflict theory, we reflect on the incident itself and what is learned from it. The breaching led to a call of action which resulted in improvements within the system ultimately leading to ensured data protection.

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