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### Journal Entry 12: Sample Data Breach Notification

In the data breach notification letter provided, certain elements resonate with principles from two economic theories and two social sciences theories.

#### **Keynesian Economic Theory:**

In response to the breach, the recommendation for affected customers to promptly contact their credit or debit card companies for replacement cards reflects principles akin to Keynesian economic theory. This theory emphasizes government intervention to manage economic fluctuations, akin to the individual actions advised to mitigate potential financial harm from the breach.

#### **Laissez-faire Economic Theory:**

Conversely, aspects of the notification align with laissez-faire economic theory, advocating for minimal government intervention. The delayed notification to customers due to ongoing law enforcement investigations mirrors a hands-off approach, allowing market forces and legal mechanisms to address the breach without immediate regulatory intervention.

#### **Social Control Theory:**

Social control theory posits that individuals adhere to societal norms to avoid deviant behavior. The recommendation for affected customers to take proactive steps to safeguard their information reflects this idea of personal responsibility and adherence to societal expectations regarding data security.

**Conflict Theory:**

Conflict theory suggests inherent conflicts between social groups based on power differentials. In the notification process, tensions arise between corporate interests in safeguarding reputation and consumer rights to timely information. The delayed notification highlights potential power imbalances and conflicts regarding data privacy and transparency between corporations and consumers.