

Read this [https://dojmt.gov/wp-content/uploads/Glasswasherparts.com\\_.pdf](https://dojmt.gov/wp-content/uploads/Glasswasherparts.com_.pdf) sample breach letter “SAMPLE DATA BREACH NOTIFICATION” and describe how two different economics theories and two different social sciences theories relate to the letter.

Note: Submit the file [in Word, text or pdf format] or Upload your journal entry into your ePortfolio and submit the link in the assignment.

The data breach notification letter that is linked is closely connected to economics and social science theories. In economics, the rational choice theory shows how individuals are encouraged to take protective actions like monitoring accounts based on self interest in order to reduce the potential losses. Cost benefit analysis appears as the company considers notifying customers and offering support to stop reputational or legal risks. In social science, trust theory applies, as the breach will damage customer trust, which the notification aims to rebuild with transparency. Social responsibility theory highlights the company's duty to inform customers, reduce harm and showing accountability.