

Journal Entry 12

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The sample letter “Sample Data Breach Notification” offers a look at what it might look like when a company’s customer-base becomes the collateral damage of a cyber attack. Two of the economic theories that are touched upon by the letter are that of rational choice and classical economic theory. Rational choice is the idea that an individual or a business makes the choices that best suit them. The decision to invest or not invest in malware protections falls under this economic theory, and it’s something that’s directly addressed in the letter when the company informs the customer that a cyberattacker was able to gain sensitive information via a malware attack. Additionally, classical economic theory, under which it is believed that any information willingly given to a company is fair game to be sold to third parties, is highlighted in the letter per the mention of a third-party provider in which the attack took place and data was obtained from.