

I believe the two economic theories that relate to the breach notification is Rational choice theory and Marxian Economic Theory. For rational choice theory, in the notice it is giving the company the option to reach out for more information and they have already paid the company to provide their services. For Marxian Economic Theory, it seems this company is a mom and pop store. Because they don't have the money to dish out for higher security measures cybercriminals with more power/knowledge were able to exploit this website. For the two social science theories that are relatable are, Criminological and Economic theories. For criminological, the cybercriminals have a motive to access pay data on the website. For economic, again, the cybercriminals have a financial motive and the company needed to dish out money to assist with the malware that was on their website.