

In the “Sample Data Breach Notification,” the two economic theories that relate to this case are the Marxian Economic Theory and the Rational Choice Theory. This case relates to the Marxian theory because the intruders were able to gain access to the company's database. The intruders were able to attain a position of power over the customers and gain the ability to do whatever they wanted with the private information stolen. Once Glass Washer Parts was notified of the breach, they sent out a breach warning even though it would cause reputational damage.

The two psychological theories that can be applied to this situation are the cognitive theory and the neutralization theory. Relating to the cognitive theory, victims of the breach may react very differently after learning that their data was compromised. Some may simply ignore the message, some may get angry at the organization, and some may change their cards and move on. Lastly, this situation is related to the neutralization theory because this breach was completely online. The attackers may have felt a lesser burden of guilt because they never interacted with the customers that they stole data from.