**Submissions by Members of the Public in Connection with the May 18, 2023 Open Commission Meeting**

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Public Comment Submitted (Anonymous) on May 12, 2023 | 1:14AM

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Public Comment Submitted (Anonymous) on May 12, 2023 | 9:30AM

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Public Comment Submitted (Anonymous) on May 12, 2023 | 4:06PM

Public Comment Submitted (Anonymous) on May 16, 2023 | 9:46AM

Public Comment Submitted (Anonymous) on May 16, 2023 | 10:45AM

| | |
|---|---|
| **From:** | [redacted]v on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Non-Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Tuesday, May 16, 2023 7:19:47 PM |

Submitted on May 16, 2023 | 7:19PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
UltraViolet Action

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
No

**Submit written comment**
On behalf of our more than 1 million members across all 50 states, UltraViolet Action is calling on the Federal Trade Commission to move forward with proposed ruling making to prevent Meta Platforms from inappropriately mining and monetizing minors' user data on its Facebook and Instagram platforms, and in its expanding Metaverse virtual reality technologies.

Data tracking, mining, and monetizing is a dangerous tactic used by Meta Platforms, which owns social media platforms Facebook and Instagram and is expanding into virtual reality spaces, that violates user privacy, unfairly misleads users, and has far-reaching societal harms, especially for women, girls, members of the LGBTQ+ community, and Black, Indigenous, and people of color (BIPOC), who have been historically marginalized and targeted both online and offline.

The Federal Trade Commission's proposal to bar data mining and profiting off of young people's data is necessary because Meta Platforms is unwilling to do what is needed to keep kids safe online. What's worse, Meta's data monetization technically violates existing rulemaking from 2020 and misleads parents into allowing their children's data to be monetized

for Meta Platforms' and others' financial gain. Following research by the American Pediatrics Association, JAMA Pediatrics, Center for Counter Digital Hate and others, as well as the release of the Facebook Files, we know what harms occur when personal data of young people, particularly girls and teen girls, is mined, sold, and monetized. It results in advertisements and targeted videos aimed at these young people that glorify disordered eating, convey suicidal content, engage in body shaming, and display other disturbing and dangerous content. As a gender and survivor justice organization committed to an intersectional, feminist, and anti-racist future, UltraViolet Action is concerned about the damage caused by under-regulation of Big Tech, and particularly by the ways in which Big Tech companies, like Meta Platforms, are able to abuse their power through monetization of children's data. We applaud the Federal Trade Commission's efforts to protect consumers online and urge you to move forward with this recommended rulemaking and bar Meta Platforms. Ultimately, we must hold all social media platforms accountable.

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Non-Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Tuesday, May 16, 2023 3:05:50 PM |

Submitted on May 16, 2023 | 3:05PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
Patient

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
No

**Link to web video statement**
Yes

**Submit written comment**
How was good RX allowed to share private information ?!? You can't even post anything Facebook dislikes without them deleting it immediately!! I bet if it was political it would have NOT been shared!!!!!

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Non-Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Tuesday, May 16, 2023 1:30:25 PM |

Submitted on May 16, 2023 | 1:30PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
General Public

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
No

**Submit written comment**
Has Opendoor Labs paid the $62 million fine assessed by the FTC? If so, when can the victims affected by the misleading and deceptive practices of Opendoor Labs expect retribution?

**From:** [redacted] on behalf of Federal Trade Commission
**To:** OpenMeeting
**Subject:** Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting
**Date:** Friday, May 12, 2023 11:21:48 AM

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Submitted on May 12, 2023 | 11:21AM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
U.S. PIRG

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
Yes

**Submit written comment**
PIRG wishes to express support for the FTC's proposed action against Meta.

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Saturday, May 13, 2023 8:11:06 PM |

Submitted on May 13, 2023 | 8:10PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
A1

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
FTC Operations

**Register to speak during meeting**
Yes

**Link to web video statement**
KS

**Submit written comment**
Comprehend

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Friday, May 12, 2023 5:51:06 PM |

Submitted on May 12, 2023 | 5:50PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
selfless

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Competition

**Register to speak during meeting**
Yes

**Link to web video statement**
thank you for your service

**Submit written comment**
thank you

| | |
|---|---|
| **From:** | [redacted]v on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Thursday, May 11, 2023 9:07:07 PM |

Submitted on May 11, 2023 | 9:06PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
Citizen

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
Yes

**Link to web video statement**
WA

**Submit written comment**
We need to discuss the implications of 5g and 6g technology and the defense and preservation of our 1st and 4th Amendment rights.

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Tuesday, May 16, 2023 1:48:15 PM |

Submitted on May 16, 2023 | 1:48PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
Abuse victim on media

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
Yes

**Link to web video statement**
MS

**Submit written comment**
Refund rights

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Non-Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Tuesday, May 16, 2023 4:46:01 PM |

Submitted on May 16, 2023 | 4:45PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
The Tech Oversight Project

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
No

**Submit written comment**
In President Joe Biden's State of the Union Address, he made it crystal clear that his administration would prioritize the health and well-being of children online and curb Big Tech's national experiment on our youth. Companies like Meta consulted medical professionals to develop products and algorithms designed to prey on developing minds and get them hooked to their platforms – in order to surveil minors, harvest their data, and sell them ads. President Biden rightfully called out Google and Meta's surveillance advertising business model, and Meta has repeatedly violated privacy agreements, misled parents, and lied about the access and user data they provide to third parties.

Americans overwhelmingly support reining in Big Tech's most predatory practices, and momentum on this issue is not going away. We applaud the Federal Trade Commission and Chair Lina Khan for putting children first and proposing a consent decree that would ban Meta from monetizing data from minors. After years of failing to self-regulate, we believe the only path forward is to de-incentivize bad actors from harming children and teens.

**From:** [redacted] on behalf of Federal Trade Commission
**To:** OpenMeeting
**Subject:** Non-Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting
**Date:** Friday, May 12, 2023 3:33:11 AM

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Submitted on May 12, 2023 | 3:32AM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
Friend of family

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
No

**Submit written comment**
I need a credit card

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Non-Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Tuesday, May 16, 2023 7:19:29 PM |

Submitted on May 16, 2023 | 7:19PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
ParentsTogether

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
No

**Submit written comment**
We are grateful for the work the FTC is doing to protect children, the most vulnerable users of social media platforms, from the manipulative and unfair practices that tech companies use to keep kids online for longer to collect their data and, in turn, expose them to a multitude of harms.

At ParentsTogether we work daily with parents who have experienced the worst of those harms. Many of them have lost children to dangerous challenges, sextortion, cyberbullying, drugs bought on social media that were laced with fentanyl, and exposure to sexual predators. Parents are struggling every day to keep their kids safe in an online world where danger lurks in a device our kids take to school and sleep with at night.

Big Tech's abject failure to regulate themselves and protect the young people using their products could not come at a worse time for American children and teens. Between 2010 and 2020, the suicide death rate increased 62% for teens. In 2021, global rates of depression and anxiety among young people were 25% and 20% respectively. Rates of emergency room visits for children and teens for depression, anxiety, and other psychiatric issues rose by 28% between 2011 and 2015. US emergency rooms saw more teen girls admitted for eating

disorders during the pandemic. Fatal overdoses among teens doubled between 2019 and 2020, and rose by another 20% in 2021.

This mental health crisis is not happening in a vacuum: a well-established body of research (some from tech companies themselves) shows how algorithmic amplification and social media exacerbate these problems for young people. And we know how digital platforms can turn the normal trials and tribulations of adolescence into incomprehensible tragedy.

We know you agree our children should not be collateral damage in tech companies' relentless push for profits. Social media platforms must be held accountable for the business decisions that are taking our children's lives. We are eager to be of assistance in any way we can, including convening parents to speak with your body about the harms their children have experienced online and sharing our learnings on how families are struggling with these threats in real time.

Again, we appreciate the work the FTC is doing on this issue and the opportunity to participate in this open meeting.

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Non-Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Saturday, May 13, 2023 10:35:03 AM |

Submitted on May 13, 2023 | 10:15AM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
Freelancer

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
FTC Operations

**Register to speak during meeting**
No

**Link to web video statement**
Cavite

**Submit written comment**
This is made for kids

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Non-Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Friday, May 12, 2023 1:14:41 AM |

Submitted on May 12, 2023 | 1:14AM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
Linch Financial

**Full email address**
[redacted]@[redacted].com

**Telephone**
[redacted]

**FTC Related Topic**
Competition

**Register to speak during meeting**
No

**Link to web video statement**
TX

**Submit written comment**
Why is the FTC so concerned when a company is falling apart and wants to be taken over by a major tech firm? Use IRobot as an example. Or Faceboook buying the virtual reality company. Does the FTC not realize that the purchases help competition and better develop a product and the category? It seems the FTC has lost its focus from how it used to be and it's shameful.

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Friday, May 12, 2023 3:10:49 PM |

Submitted on May 12, 2023 | 3:10PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
GoodRX member

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
FTC Operations

**Register to speak during meeting**
Yes

**Link to web video statement**
Yes

**Submit written comment**
How dare GoodRX share my personal information!! That is against the law and my privacy act!!Good Rx has to be held accountable for BREAKING THE LAW!

The Federal Trade Commission alleges that between July 2017 and April 2020, you visited GoodRx.com or used the GoodRx app. During this time, we shared identifiable information related to you, including health information, without your permission. This information included details about drug and health conditions you searched and your prescription medications. We shared this information with third parties, including Facebook. In some cases, GoodRx used the information to target you with health-related ads.

How is GoodRX going to break the law, and illegally commit unlawful crime. There has to be accountability for their action.

How is GoodRX going to financially going to fix this serious devastation, I fear my personal information is in the web and the black web already has my personal information. How will this be rectified???

Very angry and terrified customer

[redacted]

[redacted]

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Friday, May 12, 2023 9:30:39 AM |

Submitted on May 12, 2023 | 9:30AM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
Thailand

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
Yes

**Link to web video statement**
https://youtube.com/@Baing-ml2br

**Submit written comment**
https://youtube.com/@Baing-ml2br

**From:** [redacted] on behalf of Federal Trade Commission
**To:** OpenMeeting
**Subject:** Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting
**Date:** Monday, May 15, 2023 4:09:09 AM

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Submitted on May 15, 2023 | 4:08AM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
Indian

**Full email address**
[redacted]@[redacted].[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Competition

**Register to speak during meeting**
Yes

**Link to web video statement**
https://youtube.com/@Trident_bvideo.

**Submit written comment**
https://youtube.com/@Trident_bvideo.

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Tuesday, May 16, 2023 4:48:36 AM |

Submitted on May 16, 2023 | 4:48AM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
ULC Member of Florida Chapter - Ministry

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
Yes

**Link to web video statement**
https://www.seminoleclerk.org/

**Submit written comment**
Address of how 3rd Party Vendors ruin the lives of good people trying to raise their Children in a Fair and Stable way... and how entire Families LOSE when Equifax, etc. and big FDIC banks are in control of child support programs, medical payments, etc. due to poor communication skills between Agencies; Jobs are lost, employers know who is or is not paying (via 3rd party vendors.) Government contro l in the guise of "equitable reimbursement" for Medical, and how this "economic abuse" plays the biggest role on unfair practices in trade. Homes are lost for Families through inequity, the revival of zombie debt collectors (disbarred Attorneys) gain riches through crypto currency and fraudulent medical claim schemes... thus rises Government corruption, and the eventual downfall due to poor policy... Witness: Greenberg, Vogel, and whomever wishes to follow in their path toward "virtual" corruption. "Thank you, nothing further."

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Sunday, May 14, 2023 3:58:35 AM |

Submitted on May 14, 2023 | 3:58AM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
rentier

**Full email address**
[redacted]

**Telephone**
+[redacted]

**FTC Related Topic**
FTC Operations

**Register to speak during meeting**
Yes

**Link to web video statement**
film

**Submit written comment**
Bonjour
Merci je cherche a faire un crédit ou une carte de crédit

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Friday, May 12, 2023 4:06:30 PM |

Submitted on May 12, 2023 | 4:06PM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
California

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
FTC Operations

**Register to speak during meeting**
Yes

**Link to web video statement**
PDM

**Submit written comment**
Aa : a specific domains abe

| | |
|---|---|
| **From:** | [redacted] on behalf of Federal Trade Commission |
| **To:** | OpenMeeting |
| **Subject:** | Speaker Request: Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting |
| **Date:** | Tuesday, May 16, 2023 9:46:34 AM |

Submitted on May 16, 2023 | 9:46AM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
Thomas Plumbing and Electrical

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
Yes

**Link to web video statement**
LA

**Submit written comment**
Every time I apply for a businesses loan I'm denied

**From:** [redacted] on behalf of Federal Trade Commission
**To:** OpenMeeting
**Subject:** Non-Speaker Registration and Public Comment Submission Form for March 16, 2023 Open Commission Meeting
**Date:** Tuesday, May 16, 2023 10:45:24 AM

---

Submitted on May 16, 2023 | 10:45AM

Submitted by: Anonymous

Submitted values are:

**First Name**
[redacted]

**Last Name**
[redacted]

**Affiliation**
Penn State University

**Full email address**
[redacted]

**Telephone**
[redacted]

**FTC Related Topic**
Consumer Protection

**Register to speak during meeting**
No

**Submit written comment**
I would like to applaud the FTC for its recent efforts to address the many challenges posed by digital health technologies.

Dataveillance risks are rising rapidly. Concurrently, data disparities seem to be expanding, which unfortunately also means that dataveillance risks and benefits are not and will not be borne equally by all individuals. Moreover, which data and information are "health information" is a blurred concept once we (1) recognize structural and social determinants of health require attention to what happens outside of traditional clinic walls and (2) seek precision or anticipatory approaches to health, both of which have been underway for several years now. The United States has a moral and legal obligation to ensure that the distinct but intertwined international human rights to science, health, and privacy can be realized, and I appreciate that the FTC seems to recognize that our information privacy laws need to be reinterpreted, refined, and reinforced to the fullest extent possible so that these laws might avoid complete functional obsolescence in our modern society. Consumers in a datafied culture such as ours should have reasonable data privacy and security protections as well as meaningful remedies for data harms—regardless of the state in which they live.

For this reason, in addition to the FTC Health Breach Notification Rule, the Federal Trade Commission Act is an attractive vehicle with which to steer the information economy to a more just destination. That said, the FTCA is necessary but not sufficient to address all data-related issues. I encourage the FTC to work closely across the federal government (including specifically the ONC, FDA, OSTP, and Congress) and with state attorneys general to find innovative policy solutions that enhance the HIPAA/HITECH Act and 21st Century Cures Act while concurrently leveraging general consumer protection laws and enable the responsible development of digital and precision health technologies with design approaches centering humans and their individual and collective science and privacy interests. We must impel data professionals in all areas of commerce to adhere to a fiduciary duty of loyalty to the individuals from whom the data originated and to whom the data relate (sometimes referred to as "data subjects"). We must also find creative ways to enable a feedback loop so that problematic data practices and AI-based tools (whether dangerous, defective, biased, deceptive, abusive, unsupported, unfair, or otherwise) in digital health can be identified, stopped, remedied, and prevented, as my colleagues and I recently argued in Science (See Schmit, Doerr, and Wagner. 2023; 379(6633): 646-648. DOI: 10.1126/science.add2202).

The FTC's role in promoting competition and challenging anticompetitive practices is essential for the digital health industry. Current data practices, including intellectual property claims (such as trade secrets for data underlying adaptive algorithms) and private contractual agreements with restrictive provisions (such as nondisclosure or "gag" clauses and noncompetition clauses), make much of the digital health tech industry a mystery to most people—consumers and entrepreneurs alike. And these practices are thwarting the promise of precision medicine, unjustifiably placing the interests of investors or shareholders above all others. In addition to its efforts to improve the FTC Health Breach Notification Rule, I urge the FTC to continue its efforts to address the entire precision health system, recognizing that meaningful data protections to protect consumers and promote innovation are directly affected by both vertical and horizontal mergers.