

August 10, 2018

Federal Trade Commission
Office of the Secretary
600 Pennsylvania Avenue NW
Suite CC-5610 (Annex C)
Washington, DC 20580

Re: Competition and Consumer Protection in the 21st Century Hearing, Project Number P181201

For just over seven years, I have owned and operated Marmalade Chicago, a breakfast, brunch, and lunch "sit-down" restaurant that also does a lot of online business. When I recently became aware that Google is offering ad space exclusively to delivery services, such as GrubHub, I looked up my restaurant to find out what was going. I found out that another delivery service, DoorDash--one that I don't even want to be affiliated with--is displayed on my Google knowledge panel. That company is taking away my online orders. I had no idea that was going on, and I want it to stop.

Everything about my business is listed on my knowledge panel, such as a directions link to where we're located, if we have a patio or not, and our hours of operation. Also, there is a link that goes directly to a delivery service--without my knowledge or my permission. That angers me because it has nothing to do with what I want to do with my restaurant. Plus, if the delivery service makes a mistake with any of the orders, the customer will attribute it to the restaurant and take it out on us!

Google should not link my restaurant's information to every "Tom, Dick, and Harry" that will pay for it. If I were to choose to do business with a third-party delivery service, it would *not* be the one that is listed. These third-party delivery services also interfere with any sort of delivery service of my own that I want to build for the business. I want to have a say about what information is presented about my business in the knowledge panel so that it is accurate and correct.

To me, this is like racketeering, and it should be regulated. Google is making a lot of money off of doing this and misleading the customer in the meantime. Google should be held accountable for the delivery services they provide as a link. They shouldn't just put this kind of stuff on our knowledge panel without even checking with us. I built this restaurant with my own two hands. This Google Tax should not be making money off of my business as if they are a partner.

Sincerely,



Gus Katsafaros
Owner



MARMALADE

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