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August 14, 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

Google has overstepped its boundaries as a search engine service and is now essentially charge a "tax" on small businesses. Google displays my restaurant information to customers who are looking for it, showing my hours of operation, pictures, reviews, address, menu and phone number. I was pleased with this, but recently Google started advertising outside ordering services along with my restaurant information -- without my consent. Services like GrubHub are siphoning off customers that I created by building my brand. This practice is pure predatory work by Google to make money for themselves and their affiliates.

Google does not have my permission to include these ads with my restaurant info, yet they are doing it anyway. I have no control over the information or ads being displayed using my restaurant's brand. Google is manipulating their searchers for their own gain. That's unsettling because this is not Google's intended purpose. Google is using my brand to siphon away customers' money, and I wasn't even aware of it until recently. These ordering services are squeezing profits, and they are doing it using the reputation I built.

I should have a say in what information and ads are put on the knowledge panel representing my restaurant and brand. I believe it is the FTC's duty to do something about this. There has to be a solution to this "tax" implemented by Google. At the very least, Google and these ordering services should have to give some of the money they are making from this back to the restaurant owners, as they are using their brand and reputation to make this revenue.

Sincerely,

Ryan Handel
Owner