

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

I am a retired police officer, and it concerns me to know that nearly everything I do online is creating data that companies use and sell. That's an invasion of my privacy. Just because I buy a product or do a Google search on certain things, Big Business should **not** be able to invade my privacy and profit from it. What I do and what I buy should be *my* business--as long as it's legal.

No one reads the terms and conditions for these sites, apps, and services. People are busy, and they want to get whatever they're doing done. They're not going to sit there and read a dozen pages of fine print that is just legal jargon--legal jargon that doesn't mean anything to the average consumer. It's not fair that people are giving away their information just by clicking the Accept button. It should be a simple "yes" or "no" as to whether we want to participate in data sharing or not.

This problem certainly doesn't end with online shopping or Web searches. Pervasive location tracking by Google and its Android phones makes it as if people are being followed everywhere they go. That's not America. That's not freedom. That's not a democracy.

As far as I'm concerned, data collection shouldn't even be a part of being online. It should be cut and dried: "Thank you for purchasing from us. We appreciate your business," and that should be the end of it. What gives them the right to take my information and use it for their profit? They're making advertisement money from other sponsors, so there is no need to profit off of our data, too. In fact, I'd like to see a chart comparing the money from all those other sources that **prove** they need to use our data, as well, in order to provide their services to us. I hate to say it, but I have a feeling that's a big lie.

If I want to buy a particular product, that's it. My information should not be sold to other companies that also make the product so that they can sell theirs. It's just not any of their business. My data is my business and no one else's. As someone who has personally experienced identity theft, I don't want my information out there to be obtained--legally or illegally. You **cannot** put a value on privacy.

Regards, 

Richard Riddell 

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