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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

I own DiFranco's Italian restaurant, and I have been in business for more than six-and-a-half years. My primary source of income is derived from my brand, and it is being diminished by something that is totally out of my control. Not only does my income directly affect me, but it also affects my employees and their families. I am greatly concerned about how Google's behavior is cutting into my company's profits, and the FTC needs to do something to stop this "tax" that Google is imposing on us.

Google has recently been advertising third-party food delivery services like Doordash and GrubHub on my restaurant's knowledge panel. These ads redirect customers that are looking for my business to these delivery services. These services can charge up to two-fifths the price of an order. That cost is being passed on to me, and I have no control over it. I also have no control over what ads or even what information Google puts on the knowledge panel of my restaurant. I can't even control or edit the menu that Google decides to show. These delivery services are costly, and they are siphoning off revenue from my business without my consent. I feel that Google and these third parties are using my brand to make money, and I am entirely powerless to stop them. As a business owner, I should have control over how my brand is represented.

I am very frustrated by Google's new behavior, as it is directly affecting the success of the brand I have worked so hard to build over the years. They have no right to do this. I should have a say and direct control over what information and what ads are displayed in my knowledge panel. This is a blatant cash grab from Google to take advantage of their trusted reputation as a search engine. This situation is devastating to restaurant owners like me, and I have enough on my plate as it is. There needs to be regulation to prevent Google from commandeering my brand and the brands of other restaurant owners. This "tax" charged on us by Google must be stopped now.

Sincerely,

/ Ryan DiFranco
Owner