

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

By putting ads for delivery services in my business's knowledge panel, Google is using my brand without my permission. In turn, customers are being directed to these services rather than ordering directly from us and using the service that we offer. Not only are we losing business, but if a customer has a bad experience with the delivery, or is upset about paying more, we could end up with negative online reviews. That impacts sales even more and is completely unfair.

I opened my pan-Asian restaurant about two years ago. Because of these ads, my customers are incorrectly led to believe that instead of in-house delivery, we now have some sort of agreement with DoorDash. Serious miscommunication results when the customers end up paying more and don't receive the attention they have come to expect from us. This must be stopped.

When I see DoorDash in my restaurant's Google knowledge panel, it is a misrepresentation to the customers. Using a third-party delivery service could severely impact our customers' experience with us because we no longer control things, like how the food is delivered and the time in which it is delivered. Since the delivery services charge a commission, the customers think we added that. By charging more, but not considering the customer experience, this is a rip-off to us and unfair to our customers. It is basically a tax charged on restaurants by Google, and it's one that none of us should have to pay.

Google is abusing its position by allowing other businesses to make money off of my restaurant. If they care about us, then they should get our consent first. We've lost business--at least four or five orders a day--because people think we are overcharging them. This restaurant is my business, and I believe that I should have control over its public image. What we want to present to our customers is very important to us, and all of that information should be ours.

If a delivery service wants to get a restaurant owner's consent, then they can work out an agreement to provide their services. But this should not be done without that consent. Do not allow my hard work to be diminished by misleading advertising. Protect business owners from this abuse at the hands of Google.

Regards,

Seyla Khoem
Owner



460 Lake Drive, Suite 150
Chanhassen, MN 55317
Phone: (952)-838-5385