

## ***Empanda Man Pizzeria***

20761 Lake Forest Drive  
Suite A  
Lake Forest, CA, 92630  
Phone: (949) 922-7621

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 president of Empanada Man Pizzeria, and I'd like to make the final decision about what appears on my Google knowledge panel. Currently, that is not possible. Google is allowing third-party delivery services to buy ads and place them within a restaurant's knowledge panel. These ads for third-party delivery services then intercept customers from my business and redirect them to *their* delivery services. Essentially, this is taking money away from my business.

Third-party ordering platforms charge restaurants commissions for their services, and restaurants have no say about whether or the ads appear in their knowledge panel. I don't like that. Plus, Google makes money off of selling these services the ads. They all get more money when we are the ones who buy and prepare the food!

By Google profiting off of selling the ad to the delivery service, and the third-party delivery service profiting from the commission *we* have to pay them, it is almost like Google has placed a new tax on our business. I oppose this Google Tax 100%.

I should have control over what information is displayed on my Google knowledge panel. I know my business; I've been creating and developing it for more than 15 years. Nobody knows more than me what should be there. Google should work in conjunction with restaurant owners to develop their knowledge panel and allow them to put on it whatever is necessary, truthful, and the way they would like it.

Nevertheless, I hope that the FTC takes a hard look at Google including third-party ads in a business's knowledge panel without their permission, and regulates against the unfair practice of the Google Tax.

Sincerely,



Omar Bizaro  
President