

August 11, 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

Norma's Restaurant is a Mediterranean restaurant that has been in business in Cherry Hill for 26 years, and I am its owner. If you Google our business, our knowledge panel includes information like our hours, address, and a link to our website. Unfortunately, advertisements for GrubHub and Uber Eats appear on my knowledge panel as well, even though I have never authorized this with Google.

If one of these delivery companies provides bad service, it may mean a bad online review for my restaurant. This could be damaging to my business, especially since there is no reason for our customers to order from third-party delivery services anyway; we do our own delivery.

I read an article on this happening to other businesses before I realized it was happening on *my* knowledge panel. I think this practice is hideous because it is not right for Google and these unauthorized delivery services to profit off my business. These third-party delivery services charge us a 20% fee for every order. So, even when GrubHub takes an order from us, we deliver it and they are getting their 20% commission for nothing.

In the restaurant business, you are lucky if you make 6-10% in profits. So, to lose 20% in sales right off of the top is very damaging. You are doing all the work, but it costs you money for a third-party service to deliver your food. That can harm a restaurant's bottom line. Google might come up with a bunch of justifications for this practice, like we weren't going to capture that business by ourselves anyway, but that's not true.

It is unfair that our restaurant has lost a portion of its revenues to these third-party services. Some of our customers have switched over to them, so these companies are basically pilfering from our customer base. I don't think most customers understand exactly how these services work when it comes down to it. The customers probably think they are ordering from us when they're not.

Ultimately, businesses should have a say about what information goes into our knowledge panels. It is not a good business model to give away 20% of your revenue to a third-party for no reason. Google needs to stop using our restaurants to make money with its Google Tax and to give us a chance to make money with our brand.

It is really unfair for Google and these companies to monopolize the web search and undermine what the customer is actually looking for. The customer is looking to do business with us, not with a third party.

Sincerely,

Elias Bitar  
Owner



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