

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 know that when I use Facebook, Amazon, or Google, my personal data is being collected. It is even being tracked when I use Gmail. Internet users are being told that this is a "fair trade" because we can use these services for free. All of this personal data is very valuable to large companies who use it to target their advertising. I understand that when I use such sites I am giving them permission to collect certain data. What I am opposed to is that they do not tell me how they are collecting it, when they are collecting it, or where else it will be used.

It is encouraging that the Federal Trade Commission is looking at this issue very closely now. It is important that you know the real concerns that many Americans like me have. We do not want to be tracked online without our knowledge or permission. We do not want our personal information out there without a clear understanding of where it will be shared and how it will be used. It's a privacy issue. When digital personal assistants like Alexa are recording private conversations, Android smartphones are tracking their users' activities, and Facebook shares personal data with political organizations, it upsets me.

In the digital age, it is very hard to avoid using these devices and internet sites that have become a part of our daily lives. I would find that very challenging. This does not mean that when I hit the "Agree" button I must give up all my privacy rights. I don't read all those lengthy disclaimers first, and I am sure that most other people do not either. These disclosures need to be clearer so we know exactly what we are agreeing to.

We also need to have more confidence that those who have our personal data will keep it safe and secure. The news was full of the data breaches that happened at Equifax and Facebook. **Apologies are not enough.** There need to be stricter rules and better guarantees that our privacy won't be compromised.

When I go online and see ads on my screen based on previous internet searches, it bothers me. It just lets me know that I am being followed and my privacy is being invaded. Now is the time to take an in-depth look at how everyday Americans like me are being impacted. We are just living our daily lives. We need to have more control over who is watching us do that.

☺ Sincerely,

Deborah Taylor

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