

Federal Trade Commission  
Office of the Secretary  
600 Pennsylvania Avenue NW  
Suite CC-5610 (Annex C)  
Washington, DC 20580

To Whom It May Concern:

Re: Competition and Consumer Protection in the 21st Century Hearing, Project Number P181201

I think what a person does online is private. Personal information should not be used to create databases to sell to other companies. It is personal information and I am not giving them permission to collect this information.

The terms and conditions for companies like Google search, Google Maps and Amazon are too confusing. You cannot read it. It is entirely too long, goes on for pages and pages, and is written for lawyers only. I do not think you should have to agree to anything to use a service. If they must have something, they should keep it short and to the point, so you know exactly what you are agreeing to. If you see something on Amazon that you want to buy, you're going to buy it. Even if you click I agree, you are only doing that because there is something you want to buy. They are holding you hostage, you have to agree, or you cannot use their service.

It is not a fair for companies to say they are giving you are free service in exchange for collecting your private data. It is an invasion of privacy. Take Facebook, you can set the privacy so only your friends can see what you post, but the operators of Facebook see everything! Big brother looking over your shoulder constantly, it is the same thing as the government spying on you. Consumers need more options to be able to make a better deal for ourselves.

Just because I look something up online, doesn't mean I want to buy it. Recently I was looking at different car ads, and I started receiving car ads constantly. They are collecting my private information and trying to use it to their advantage by targeting me with ads, for what they think I want.

Anticompetitive behavior needs to stop. Google is promoting their own products over everyone else. You have to search down further and further to find other companies. They have basically created a monopoly for themselves. Big companies are absolutely not following the rules. They have already proved they are untrustworthy. Not only are they making money from the advertisers on their site, they are turning around and making more money by selling private information.

More competition means better pricing, better quality products, and better shipping rates. We have a right to know which companies are known for abusing consumers private information. We need that information to be able to make an informed choice. if there was another search engine besides Google that was as good or better than them, we should have the option to use them. Currently Yahoo is terrible, and Bing is horrendous.

Then there is censorship. If you look at only Google or Google news, all you see are liberally slanted viewpoints. You don't get the real story. This has a terrible effect on democracy. You only get half the story. You know they old saying, no matter how flat a pancake is, it always has two sides. Many times, the government ends up with this private information and are possibly using it to manipulate the public. I do not want to be manipulated. Keeping people in the dark and choosing what to feed them is censorship and illegal.

Years ago, someone stole my credit information and tried to buy some products. We were notified by the company they were trying to make a purchase from. We found out it was an employee at Block Buster Video. Block Buster didn't care, they acted like it wasn't their responsibility. We had to change our credit card and contact the credit bureau. It made us realize how very easy it is to get ripped off. It makes you feel like everyone is untrustworthy.

Sincerely,

Michael Pannella