



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

In this day and age, it's almost impossible to have any kind of business without embracing online services, like Google and Yelp. However, for a restaurant owner to not have the control to go in and make changes to our Google knowledge panel is wrong. Google is using a restaurant's brand to intercept customers and redirect them to commission-charging delivery services. That is 100% wrong, it should be illegal, and the FTC needs to stop this.

Third-party ordering sites typically have more online reviews for themselves than for the restaurants because customers post their reviews at the delivery service, rather than on the restaurant's site. This means that customers are not getting good, accurate information about the restaurant itself, and restaurant owners cannot present themselves as they'd want to. As a business owner, that makes me feel terrible. This is my restaurant. I built it up, and it should be completely in my control as to what I can show and have on Google.

For example, my Google panel presents an old, outdated menu to customers, but there is nothing I can do to change it: It's there forever. My restaurant has an ever-changing menu, but people are constantly looking on Google and seeing the old menu. Then, they come into the restaurant and are disgruntled when those old items are not on the new menu. It throws our entire system off when the wrong information is presented online to the customer.

I own Fayetteville Pie Company, a restaurant lunch spot that serves both sweet and savory pies. As a business owner, I should be able to control my company's information for its knowledge panel. As it is, Google gets some of the restaurant's information for its knowledge panel from a third-party ordering service. This puts the process out of my control and hurts me as a business owner. It is essential for me to have a say on how my information is presented on a Google search, and the FTC should do something about the control that Google has taken away from small businesses like mine.

Sincerely,

Leslie Pearson
Owner