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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 don't like anyone using my brand to make money for themselves without my permission, but that is just what Google has begun to do. They are making money by selling third-party delivery services ads for my knowledge panel. That hurts my business by intercepting my delivery customers and allowing third-party services to profit from them. Plus, if these services are putting reviews about my restaurant on their platforms, that can be harmful to me. I don't know what those reviews say or if they are even accurate. At the least, they should also put them on my platform. For many reasons, Google needs to stop this unfair practice.

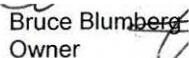
Until recently, I did not realize that Google was using the information for my restaurant that comes up in a search to make more money for themselves. Google set up the knowledge panel to provide objective information about a restaurant such as the location, hours, website and phone number. Now, they are putting paid ads from third-party food delivery services like Seamless and GrubHub in that space. Essentially, it's a "Google Tax." When I Googled my restaurant, Bella's Pizzeria, what came up first was the text, "orderdoordash.com." That's a third-party delivery service.

I did not give DoorDash or any other third-party service permission to put my menu on their platform. They need to have that permission. In the past when this happened, I called them up and asked them to remove it, but now it is back. My knowledge panel on Google does not say, "orderbellaspizzeria.com," but it should. We also have our own online direct delivery service through ChowNow, which is cost-effective for us. The way my Google knowledge panel appears now, people have no option to choose our delivery service. What we've done to counteract the financial harm that places like DoorDash cause us is to add 15% to any orders they call in. They asked me what this 15% was for and I told them it was an "unauthorized food delivery fee."

People should be calling me, not using third-party delivery services like DoorDash for delivery. I lose deliveries when people don't order through me. They are taking away my business. Some of my 16 employees are delivery drivers, and my drivers would be making more than they are now if the orders were not placed through third-party services. It upsets me that it is also affecting my employees.

Google needs to get my permission to put on third-party ads, especially those that could impact my bottom line. They are taking business away from me and giving it to a third party. They are making money off of my restaurant, and there is nothing I can do about it. The Federal Trade Commission needs to be as concerned about this as I am. I work hard to keep my business running. It is Bella's Pizzeria, not DoorDash. My restaurant's name and the information is what people need to see.

Sincerely,


Bruce Blumberg
Owner