



1518 Washington Avenue  
Miami Beach, FL 33139  
Phone: (305)-531-6068

August 14, 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

If I place an ad in a newspaper or magazine, I identify what information I want displayed and how it is presented. That publication does not sell part of my ad to another company, but Google has decided that it has the right to sell ads in my restaurant's knowledge box to delivery services. The Google reviews generated are then pushed ahead of Yelp or TripAdvisor reviews, even though they might not be as accurate. People have the right to all the information, not just one side.

Hiros Sushi Express South Beach has two locations and has been around for about 12 years. We previously used GrubHub and in the beginning, we negotiated pricing and things were fine. Then last year they raised their charge to 12.5 percent, and I reluctantly agreed to continue with them. But a few months ago, they started calling me and asking if I wanted more GrubHub orders. The offer was that if I agreed to a 15 percent charge, they would start sending me more customers. Since the only benefit to that arrangement is more money for them, I did not agree. There were a few more calls, and then out of nowhere I heard that GrubHub had bought Eat24. I received a letter that their commission is now 15 percent, and I can choose to continue or discontinue. I chose to discontinue. This is a free country, and they can do whatever they want but their tactics are disturbing. They still have us listed on their website, but they are telling customers that we are closed. After numerous calls and emails, and a threat of legal action, they agreed to stop telling people we are closed. Although I can't verify, one or two customers recently told me they still saw Hiros Sushi Express South Beach listed on GrubHub as closed.

It is unjust for Google to push these delivery businesses and their own reviews in the name of higher profits and at the expense of the restaurants themselves. Google has definitely stepped over the line! Other than being places that take orders and deliver food, these businesses offer nothing. They basically hold customers hostage and cause merchants to lose money by charging commissions.

Obviously, we need the FTC to step in. It should be illegal for third-party services to intercept my customers and redirect them to a delivery service. People should be given complete and honest information and allowed to make their own decisions on where to order and how. Also, third-party services like GrubHub should not be allowed to use my brand without my permission so that they can get customers and money. My online information should be handled similar to website privacy policy settings. Each restaurant owner should be presented with options and allowed to choose how they want to proceed. If they choose to let Google control their online presence, that's fine. If not, that's fine too. We restaurant owners must not lose control of our brand names and our businesses. No one should be allowed to use them for free.

Sincerely,

Siu Tam  
Owner