

SPUD FISH & CHIPS SINCE 1935

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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

SPUD Fish & Chips has been in business in Washington State since 1935, and I own two of the four SPUD restaurants here. When I found out that Google is selling links to food delivery services to appear on our restaurant's knowledge panel, I thought, *That is not a good way to do business*. As a restaurant owner, I am disappointed and extremely frustrated that I cannot control what information appears on a Google search for my restaurants, while third parties can pay for a link in my restaurant's knowledge panel and drive traffic to their own businesses.

When customers search for our business online, the first thing they may notice are the reviews that Google places within our knowledge panel. Unfortunately, these reviews are chosen by Google, and not by me, and they are often not an honest reflection of our restaurant. The way it works is, if we don't buy advertising space from Google, they only post negative reviews, and I think that's awful.

What is in my restaurant's knowledge panel should not be something that I have to pay Google for or buy. It should be unbiased information that I provide, not something that Google manipulates and puts together in my name. I should not have to buy Google ads for customers to know about my restaurant, nor should I have to buy reviews, which Google extorts me with.

It feels like we are being held hostage by Google, who is free to add links to third-party delivery sites without our permission. Customers don't realize that restaurants must pay delivery services commissions as high as 40 percent. Plus, the third-party service takes zero responsibility for its actions with our food.

I am shocked that Google is profiting from selling these ads. I think this is a manipulative practice that will drive small businesses out of business since there is no way for them to combat it. The way third parties are taking a cut of our profits is already making our margins below three percent. On some orders, it actually **costs** me to do business with these delivery services. To allow them to take more commission, and to allow Google to drive traffic to those services, is just ruining small businesses. The FTC should not allow this to continue.

Sincerely,

Cara Marion
Owner