

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

All of our business information appears on our Google knowledge panel, but we only have control over some of it. Even though we canceled our contract with GrubHub, the link for them still appears there. And when one link is taken off of the panel, another comes along to replace it. This situation is happening because Google is selling ad space on our knowledge panel to third-party delivery companies, and we want that tax being levied on restaurants by Google to stop.

We contacted someone at Google to tell them that this was happening. They told us that they were going to reach out to the project team, and so forth. Then, they got back to us saying that they could not take off the GrubHub and seamless.com links. So, we contacted GrubHub and told them that they had no reason to be on our knowledge panel since we no longer contracted with them. Still, the link remains.

We are the ones paying all of our expenses. We are paying for restaurant rent. Thus, we must have the right to the decision of where we want to send customers. We are in a very awkward situation because we don't even have a valid contract with those companies because we canceled them. They are not willing to remove their link, so where does that leave us?

These third-party companies are using **our** brand to convert **our** customers to their clients. We are paying for ads, and they have zero right to use our budget to convert customers for themselves. Google doesn't have a right to this any more than the companies like GrubHub. We are paying Google advertisement to get customers who are searching for a Mediterranean restaurant. They shouldn't be able to use our budget to make money from us through another company, as well!

This is happening without our permission. These companies are using our budget to make a profit. In essence, we are **paying** to give another company a good deal! In our opinion, what Google is doing is not a fair practice. We hope the FTC will address this matter soon and will stop the tax being levied on restaurants by Google.

Sincerely,

Ekrem & Esin Keyfli
Business Manager



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